

orange city, iowa



community data reports

Community Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

Population Summary

2010 Total Population	7,044
2020 Total Population	7,241
2020 Group Quarters	966
2024 Total Population	7,463
2024 Group Quarters	977
2029 Total Population	7,676
2024-2029 Annual Rate	0.56%
2024 Total Daytime Population	8,416
Workers	4,974
Residents	3,442

Household Summary

2010 Households	2,272
2010 Average Household Size	2.63
2020 Total Households	2,407
2020 Average Household Size	2.61
2024 Households	2,519
2024 Average Household Size	2.57
2029 Households	2,622
2029 Average Household Size	2.55
2024-2029 Annual Rate	0.80%
2010 Families	1,694
2010 Average Family Size	3.09
2024 Families	1,788
2024 Average Family Size	3.04
2029 Families	1,844
2029 Average Family Size	3.04
2024-2029 Annual Rate	0.62%

Housing Unit Summary

2000 Housing Units	2,122
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	4.3%
2010 Housing Units	2,386
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	4.8%
2020 Housing Units	2,532
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	4.9%
2024 Housing Units	2,674
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	5.8%
2029 Housing Units	2,779
Owner Occupied Housing Units	76.0%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	5.6%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income

Household Income Base	2,519
<\$15,000	5.2%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	19.5%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	11.7%
\$200,000+	7.5%
Average Household Income	\$103,538

2029 Households by Income

Household Income Base	2,622
<\$15,000	4.5%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	14.5%
\$200,000+	9.0%
Average Household Income	\$115,434

2024 Owner Occupied Housing Units by Value

Total	1,964
<\$50,000	2.6%
\$50,000 - \$99,999	4.6%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	13.5%
\$200,000 - \$249,999	20.8%
\$250,000 - \$299,999	17.4%
\$300,000 - \$399,999	17.8%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.1%
Average Home Value	\$283,185

2029 Owner Occupied Housing Units by Value

Total	2,112
<\$50,000	2.3%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	20.9%
\$250,000 - \$299,999	17.9%
\$300,000 - \$399,999	19.4%
\$400,000 - \$499,999	11.6%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.0%
Average Home Value	\$293,158

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income	
2024	\$80,794
2029	\$86,181
Median Home Value	
2024	\$252,933
2029	\$263,757
Per Capita Income	
2024	\$35,130
2029	\$39,608
Median Age	
2010	30.4
2020	32.0
2024	32.4
2029	33.7
2020 Population by Age	
Total	7,241
0 - 4	5.8%
5 - 9	6.3%
10 - 14	7.2%
15 - 24	23.1%
25 - 34	10.5%
35 - 44	10.7%
45 - 54	8.8%
55 - 64	11.3%
65 - 74	8.7%
75 - 84	4.7%
85 +	2.8%
18 +	76.3%
2024 Population by Age	
Total	7,463
0 - 4	5.7%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	22.8%
25 - 34	11.7%
35 - 44	10.3%
45 - 54	9.3%
55 - 64	9.6%
65 - 74	10.0%
75 - 84	4.9%
85 +	2.8%
18 +	77.5%
2029 Population by Age	
Total	7,676
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	21.8%
25 - 34	11.9%
35 - 44	10.9%
45 - 54	10.2%
55 - 64	8.7%
65 - 74	9.9%
75 - 84	6.0%
85 +	2.9%
18 +	78.7%

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex

Males	3,560
Females	3,681

2024 Population by Sex

Males	3,712
Females	3,751

2029 Population by Sex

Males	3,783
Females	3,893

2010 Population by Race/Ethnicity

Total	7,044
White Alone	93.9%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	1.0%
Hispanic Origin	6.2%
Diversity Index	22.1

2020 Population by Race/Ethnicity

Total	7,241
White Alone	89.2%
Black Alone	0.7%
American Indian Alone	0.7%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	5.6%
Hispanic Origin	9.0%
Diversity Index	33.1

2024 Population by Race/Ethnicity

Total	7,463
White Alone	88.1%
Black Alone	0.6%
American Indian Alone	0.8%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	6.2%
Hispanic Origin	10.2%
Diversity Index	36.2

2029 Population by Race/Ethnicity

Total	7,676
White Alone	86.9%
Black Alone	0.6%
American Indian Alone	0.9%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	6.8%
Hispanic Origin	11.4%
Diversity Index	39.2

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

Total	7,241
In Households	86.7%
Householder	33.3%
Opposite-Sex Spouse	21.3%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	0.9%
Same-Sex Unmarried Partner	0.0%
Biological Child	25.0%
Adopted Child	1.4%
Stepchild	0.7%
Grandchild	0.6%
Brother or Sister	0.7%
Parent	0.3%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.6%
Foster Child	0.1%
Other Nonrelatives	1.7%
In Group Quarters	13.3%
Institutionalized	1.5%
Noninstitutionalized	11.9%

2024 Population 25+ by Educational Attainment

Total	4,376
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	19.1%
GED/Alternative Credential	0.9%
Some College, No Degree	11.7%
Associate Degree	17.4%
Bachelor's Degree	32.4%
Graduate/Professional Degree	16.1%

2024 Population 15+ by Marital Status

Total	6,080
Never Married	34.5%
Married	57.3%
Widowed	3.0%
Divorced	5.2%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,128
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	24.7%
Population 16-24 Unemployment rate	6.8%
Population 25-54 Employed	53.6%
Population 25-54 Unemployment rate	0.8%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	6.4%
Population 65+ Unemployment rate	0.4%

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry

Total	4,024
Agriculture/Mining	3.5%
Construction	10.3%
Manufacturing	14.6%
Wholesale Trade	0.9%
Retail Trade	9.2%
Transportation/Utilities	3.3%
Information	0.4%
Finance/Insurance/Real Estate	3.7%
Services	52.0%
Public Administration	2.2%

2024 Employed Population 16+ by Occupation

Total	4,024
White Collar	63.1%
Management/Business/Financial	17.6%
Professional	28.0%
Sales	9.6%
Administrative Support	7.9%
Services	18.7%
Blue Collar	18.2%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.3%
Production	4.5%
Transportation/Material Moving	3.9%

2020 Households by Type

Total	2,407
Married Couple Households	64.6%
With Own Children <18	26.5%
Without Own Children <18	38.1%
Cohabiting Couple Households	2.7%
With Own Children <18	1.3%
Without Own Children <18	1.4%
Male Householder, No Spouse/Partner	12.8%
Living Alone	10.1%
65 Years and over	2.2%
With Own Children <18	0.7%
Without Own Children <18, With Relatives	1.2%
No Relatives Present	0.8%
Female Householder, No Spouse/Partner	20.0%
Living Alone	14.5%
65 Years and over	7.6%
With Own Children <18	2.8%
Without Own Children <18, With Relatives	1.8%
No Relatives Present	0.9%

2020 Households by Size

Total	2,407
1 Person Household	24.6%
2 Person Household	38.3%
3 Person Household	11.2%
4 Person Household	11.9%
5 Person Household	9.1%
6 Person Household	3.5%
7 + Person Household	1.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status

Total	2,407
Owner Occupied	77.7%
Owned with a Mortgage/Loan	46.5%
Owned Free and Clear	31.2%
Renter Occupied	22.3%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	121
Percent of Income for Mortgage	19.6%
Wealth Index	90

2020 Housing Units By Urban/ Rural Status

Total	2,532
Urban Housing Units	83.1%
Rural Housing Units	16.9%

2020 Population By Urban/ Rural Status

Total	7,241
Urban Population	82.6%
Rural Population	17.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Prairie Living (6D)
2.	In Style (5B)
3.	Green Acres (6A)

2024 Consumer Spending

Apparel & Services: Total \$	\$5,330,941
Average Spent	\$2,116.29
Spending Potential Index	89
Education: Total \$	\$3,911,063
Average Spent	\$1,552.63
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$9,718,411
Average Spent	\$3,858.04
Spending Potential Index	94
Food at Home: Total \$	\$16,558,479
Average Spent	\$6,573.43
Spending Potential Index	90
Food Away from Home: Total \$	\$8,785,198
Average Spent	\$3,487.57
Spending Potential Index	90
Health Care: Total \$	\$19,528,213
Average Spent	\$7,752.37
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$7,459,505
Average Spent	\$2,961.30
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$2,173,517
Average Spent	\$862.85
Spending Potential Index	87
Shelter: Total \$	\$58,240,107
Average Spent	\$23,120.33
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,617,315
Average Spent	\$3,420.93
Spending Potential Index	98
Travel: Total \$	\$6,992,462
Average Spent	\$2,775.89
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$3,513,954
Average Spent	\$1,394.98
Spending Potential Index	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Executive Summary

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

Population

2010 Population	7,044
2020 Population	7,241
2024 Population	7,463
2029 Population	7,676
2010-2020 Annual Rate	0.28%
2020-2024 Annual Rate	0.71%
2024-2029 Annual Rate	0.56%
2020 Male Population	49.2%
2020 Female Population	50.8%
2020 Median Age	32.0
2024 Male Population	49.7%
2024 Female Population	50.3%
2024 Median Age	32.4

In the identified area, the current year population is 7,463. In 2020, the Census count in the area was 7,241. The rate of change since 2020 was 0.71% annually. The five-year projection for the population in the area is 7,676 representing a change of 0.56% annually from 2024 to 2029. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 32.4, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	88.1%
2024 Black Alone	0.6%
2024 American Indian/Alaska Native Alone	0.8%
2024 Asian Alone	1.2%
2024 Pacific Islander Alone	0.0%
2024 Other Race	3.0%
2024 Two or More Races	6.2%
2024 Hispanic Origin (Any Race)	10.2%

Persons of Hispanic origin represent 10.2% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 36.2 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	90
2010 Households	2,272
2020 Households	2,407
2024 Households	2,519
2029 Households	2,622
2010-2020 Annual Rate	0.58%
2020-2024 Annual Rate	1.08%
2024-2029 Annual Rate	0.80%
2024 Average Household Size	2.57

The household count in this area has changed from 2,407 in 2020 to 2,519 in the current year, a change of 1.08% annually. The five-year projection of households is 2,622, a change of 0.80% annually from the current year total. Average household size is currently 2.57, compared to 2.61 in the year 2020. The number of families in the current year is 1,788 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income

2024 Percent of Income for Mortgage	19.6%
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Median Household Income

2024 Median Household Income	\$80,794
2029 Median Household Income	\$86,181
2024-2029 Annual Rate	1.30%

Average Household Income

2024 Average Household Income	\$103,538
2029 Average Household Income	\$115,434
2024-2029 Annual Rate	2.20%

Per Capita Income

2024 Per Capita Income	\$35,130
2029 Per Capita Income	\$39,608
2024-2029 Annual Rate	2.43%

GINI Index

2024 Gini Index	36.3
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Households by Income

Current median household income is \$80,794 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$86,181 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$103,538 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$115,434 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$35,130 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$39,608 in five years, compared to \$51,203 for all U.S. households.

Housing

2024 Housing Affordability Index	121
2010 Total Housing Units	2,386
2010 Owner Occupied Housing Units	1,798
2010 Renter Occupied Housing Units	474
2010 Vacant Housing Units	114
2020 Total Housing Units	2,532
2020 Owner Occupied Housing Units	1,871
2020 Renter Occupied Housing Units	536
2020 Vacant Housing Units	125
2024 Total Housing Units	2,674
2024 Owner Occupied Housing Units	1,964
2024 Renter Occupied Housing Units	555
2024 Vacant Housing Units	155
2029 Total Housing Units	2,779
2029 Owner Occupied Housing Units	2,112
2029 Renter Occupied Housing Units	510
2029 Vacant Housing Units	157

Socioeconomic Status Index

2024 Socioeconomic Status Index	62.4
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Currently, 73.4% of the 2,674 housing units in the area are owner occupied; 20.8%, renter occupied; and 5.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 2,532 housing units in the area and 4.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.29%. Median home value in the area is \$252,933, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 0.84% annually to \$263,757.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Business Summary

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Data for all businesses in area		51041 (Orange...			
Total Businesses:		362			
Total Employees:		5,255			
Total Population:		7,463			
Employee/Population Ratio (per 100 Residents)		70			
by NAICS Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting		5	1.4%	14	0.3%
Mining		0	0.0%	0	0.0%
Utilities		3	0.8%	182	3.5%
Construction		19	5.3%	114	2.2%
Building Construction		6	1.7%	36	0.7%
Heavy/Civil Eng Construction		2	0.6%	7	0.1%
Specialty Trade Contractor		11	3.0%	71	1.4%
Manufacturing		19	5.3%	487	9.3%
Wholesale Trade		13	3.6%	92	1.8%
Durable Goods		5	1.4%	16	0.3%
Nondurable Goods		7	1.9%	68	1.3%
Trade Broker		1	0.3%	8	0.1%
Retail Trade		35	9.7%	398	7.6%
Motor Vehicle & Parts Dealers		2	0.6%	7	0.1%
Furniture & Home Furnishings Stores		0	0.0%	0	0.0%
Electronics & Appliance Stores		2	0.6%	18	0.3%
Building Material & Garden Equipment & Supplies Dealers		5	1.4%	42	0.8%
Food & Beverage Stores		4	1.1%	192	3.6%
Health & Personal Care Stores		7	1.9%	32	0.6%
Gasoline Stations & Fuel Dealers		4	1.1%	58	1.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores		2	0.6%	4	0.1%
Sporting Goods, Hobby, Book, & Music Stores		5	1.4%	24	0.5%
General Merchandise Stores		4	1.1%	21	0.4%
Transportation & Warehousing		4	1.1%	19	0.4%
Truck Transportation		3	0.8%	10	0.2%
Information		9	2.5%	117	2.2%
Finance & Insurance		22	6.1%	111	2.1%
Central Bank/Credit Intermediation & Related Activities		4	1.1%	34	0.7%
Securities & Commodity Contracts		6	1.7%	20	0.4%
Funds, Trusts & Other Financial Vehicles		12	3.3%	57	1.1%
Real Estate, Rental & Leasing		8	2.2%	24	0.5%
Professional, Scientific & Tech Services		29	8.0%	1,167	22.2%
Legal Services		10	2.8%	39	0.7%
Management of Companies & Enterprises		1	0.3%	30	0.6%
Administrative, Support & Waste Management Services		15	4.1%	159	3.0%
Educational Services		9	2.5%	435	8.3%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Health Care & Social Assistance	34	9.4%	875	16.6%
Ambulatory Health Care	16	4.4%	197	3.8%
Hospital	4	1.1%	565	10.8%
Nursing/Residential Care	1	0.3%	8	0.1%
Social Assistance	13	3.6%	105	2.0%
Arts, Entertainment & Recreation	14	3.9%	120	2.3%
Accommodation & Food Services	17	4.7%	249	4.7%
Accommodation	2	0.6%	25	0.5%
Food Services & Drinking Places	15	4.1%	224	4.3%
Other Services (except Public Administration)	53	14.6%	210	4.0%
Repair & Maintenance	10	2.8%	50	0.9%
Automotive Repair & Maintenance	6	1.7%	34	0.7%
Personal & Laundry Service	11	3.0%	35	0.7%
Civic and Other Orgs	32	8.8%	125	2.4%
Public Administration	38	10.5%	438	8.3%
Unclassified Establishments	15	4.1%	14	0.3%
Total	362	100.0%	5,255	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Business Summary

51041 (Orange City, IA)
51041 (Orange City, IA)
Geography: ZIP Code

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	10	2.8%	57	1.1%
Construction	17	4.7%	106	2.0%
Manufacturing	14	3.9%	459	8.7%
Transportation	9	2.5%	36	0.7%
Communication	6	1.7%	99	1.9%
Utility	4	1.1%	190	3.6%
Wholesale Trade	15	4.1%	604	11.5%
Retail Trade Summary	54	14.9%	638	12.1%
Home Improvement	5	1.4%	42	0.8%
General Merchandise Stores	3	0.8%	17	0.3%
Food Stores	7	1.9%	200	3.8%
Auto Dealers & Gas Stations	6	1.7%	65	1.2%
Apparel & Accessory Stores	1	0.3%	1	0.0%
Furniture & Home Furnishings	4	1.1%	28	0.5%
Eating & Drinking Places	15	4.1%	224	4.3%
Miscellaneous Retail	13	3.6%	61	1.2%
Finance, Insurance, Real Estate Summary	30	8.3%	165	3.1%
Banks, Savings & Lending Institutions	4	1.1%	34	0.7%
Securities Brokers	6	1.7%	20	0.4%
Insurance Carriers & Agents	12	3.3%	57	1.1%
Real Estate, Holding, Other Investment Offices	8	2.2%	54	1.0%
Services Summary	150	41.4%	2,449	46.6%
Hotels & Lodging	2	0.6%	25	0.5%
Automotive Services	7	1.9%	37	0.7%
Movies & Amusements	12	3.3%	118	2.3%
Health Services	20	5.5%	762	14.5%
Legal Services	9	2.5%	34	0.7%
Education Institutions & Libraries	10	2.8%	445	8.5%
Other Services	90	24.9%	1,028	19.6%
Government	38	10.5%	438	8.3%
Unclassified Establishments	15	4.1%	14	8.3%
Totals	362	100.0%	5,255	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

Population Summary

2010 Total Population	7,044
2020 Total Population	7,241
2020 Group Quarters	966
2024 Total Population	7,463
2024 Group Quarters	977
2029 Total Population	7,676
2024-2029 Annual Rate	0.56%
2024 Total Daytime Population	8,416
Workers	4,974
Residents	3,442

Household Summary

2010 Households	2,272
2010 Average Household Size	2.63
2020 Total Households	2,407
2020 Average Household Size	2.61
2024 Households	2,519
2024 Average Household Size	2.57
2029 Households	2,622
2029 Average Household Size	2.55
2024-2029 Annual Rate	0.80%
2010 Families	1,694
2010 Average Family Size	3.09
2024 Families	1,788
2024 Average Family Size	3.04
2029 Families	1,844
2029 Average Family Size	3.04
2024-2029 Annual Rate	0.62%

Housing Unit Summary

2000 Housing Units	2,122
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	4.3%
2010 Housing Units	2,386
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	4.8%
2020 Housing Units	2,532
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	4.9%
2024 Housing Units	2,674
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	5.8%
2029 Housing Units	2,779
Owner Occupied Housing Units	76.0%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	5.6%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

2024 Households by Income

Household Income Base	2,519
<\$15,000	5.2%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	19.5%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	11.7%
\$200,000+	7.5%
Average Household Income	\$103,538

2029 Households by Income

Household Income Base	2,622
<\$15,000	4.5%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	14.5%
\$200,000+	9.0%
Average Household Income	\$115,434

2024 Owner Occupied Housing Units by Value

Total	1,964
<\$50,000	2.6%
\$50,000 - \$99,999	4.6%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	13.5%
\$200,000 - \$249,999	20.8%
\$250,000 - \$299,999	17.4%
\$300,000 - \$399,999	17.8%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.1%
Average Home Value	\$283,185

2029 Owner Occupied Housing Units by Value

Total	2,112
<\$50,000	2.3%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	20.9%
\$250,000 - \$299,999	17.9%
\$300,000 - \$399,999	19.4%
\$400,000 - \$499,999	11.6%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.0%
Average Home Value	\$293,158

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

Median Household Income	
2024	\$80,794
2029	\$86,181
Median Home Value	
2024	\$252,933
2029	\$263,757
Per Capita Income	
2024	\$35,130
2029	\$39,608
Median Age	
2010	30.4
2020	32.0
2024	32.4
2029	33.7
2020 Population by Age	
Total	7,241
0 - 4	5.8%
5 - 9	6.3%
10 - 14	7.2%
15 - 24	23.1%
25 - 34	10.5%
35 - 44	10.7%
45 - 54	8.8%
55 - 64	11.3%
65 - 74	8.7%
75 - 84	4.7%
85 +	2.8%
18 +	76.3%
2024 Population by Age	
Total	7,463
0 - 4	5.7%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	22.8%
25 - 34	11.7%
35 - 44	10.3%
45 - 54	9.3%
55 - 64	9.6%
65 - 74	10.0%
75 - 84	4.9%
85 +	2.8%
18 +	77.5%
2029 Population by Age	
Total	7,676
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	21.8%
25 - 34	11.9%
35 - 44	10.9%
45 - 54	10.2%
55 - 64	8.7%
65 - 74	9.9%
75 - 84	6.0%
85 +	2.9%
18 +	78.7%

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

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2020 Population by Sex

Males	3,560
Females	3,681

2024 Population by Sex

Males	3,712
Females	3,751

2029 Population by Sex

Males	3,783
Females	3,893

2010 Population by Race/Ethnicity

Total	7,044
White Alone	93.9%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	1.0%
Hispanic Origin	6.2%
Diversity Index	22.1

2020 Population by Race/Ethnicity

Total	7,241
White Alone	89.2%
Black Alone	0.7%
American Indian Alone	0.7%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	5.6%
Hispanic Origin	9.0%
Diversity Index	33.1

2024 Population by Race/Ethnicity

Total	7,463
White Alone	88.1%
Black Alone	0.6%
American Indian Alone	0.8%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	6.2%
Hispanic Origin	10.2%
Diversity Index	36.2

2029 Population by Race/Ethnicity

Total	7,676
White Alone	86.9%
Black Alone	0.6%
American Indian Alone	0.9%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	6.8%
Hispanic Origin	11.4%
Diversity Index	39.2

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 12, 2025

Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

2020 Population by Relationship and Household Type

Total	7,241
In Households	86.7%
Householder	33.3%
Opposite-Sex Spouse	21.3%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	0.9%
Same-Sex Unmarried Partner	0.0%
Biological Child	25.0%
Adopted Child	1.4%
Stepchild	0.7%
Grandchild	0.6%
Brother or Sister	0.7%
Parent	0.3%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.6%
Foster Child	0.1%
Other Nonrelatives	1.7%
In Group Quarters	13.3%
Institutionalized	1.5%
Noninstitutionalized	11.9%

2024 Population 25+ by Educational Attainment

Total	4,376
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	19.1%
GED/Alternative Credential	0.9%
Some College, No Degree	11.7%
Associate Degree	17.4%
Bachelor's Degree	32.4%
Graduate/Professional Degree	16.1%

2024 Population 15+ by Marital Status

Total	6,080
Never Married	34.5%
Married	57.3%
Widowed	3.0%
Divorced	5.2%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,128
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	24.7%
Population 16-24 Unemployment rate	6.8%
Population 25-54 Employed	53.6%
Population 25-54 Unemployment rate	0.8%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	6.4%
Population 65+ Unemployment rate	0.4%

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

2024 Employed Population 16+ by Industry

Total	4,024
Agriculture/Mining	3.5%
Construction	10.3%
Manufacturing	14.6%
Wholesale Trade	0.9%
Retail Trade	9.2%
Transportation/Utilities	3.3%
Information	0.4%
Finance/Insurance/Real Estate	3.7%
Services	52.0%
Public Administration	2.2%

2024 Employed Population 16+ by Occupation

Total	4,024
White Collar	63.1%
Management/Business/Financial	17.6%
Professional	28.0%
Sales	9.6%
Administrative Support	7.9%
Services	18.7%
Blue Collar	18.2%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.3%
Production	4.5%
Transportation/Material Moving	3.9%

2020 Households by Type

Total	2,407
Married Couple Households	64.6%
With Own Children <18	26.5%
Without Own Children <18	38.1%
Cohabiting Couple Households	2.7%
With Own Children <18	1.3%
Without Own Children <18	1.4%
Male Householder, No Spouse/Partner	12.8%
Living Alone	10.1%
65 Years and over	2.2%
With Own Children <18	0.7%
Without Own Children <18, With Relatives	1.2%
No Relatives Present	0.8%
Female Householder, No Spouse/Partner	20.0%
Living Alone	14.5%
65 Years and over	7.6%
With Own Children <18	2.8%
Without Own Children <18, With Relatives	1.8%
No Relatives Present	0.9%

2020 Households by Size

Total	2,407
1 Person Household	24.6%
2 Person Household	38.3%
3 Person Household	11.2%
4 Person Household	11.9%
5 Person Household	9.1%
6 Person Household	3.5%
7 + Person Household	1.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 12, 2025

Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

2020 Households by Tenure and Mortgage Status

Total	2,407
Owner Occupied	77.7%
Owned with a Mortgage/Loan	46.5%
Owned Free and Clear	31.2%
Renter Occupied	22.3%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	121
Percent of Income for Mortgage	19.6%
Wealth Index	90

2020 Housing Units By Urban/ Rural Status

Total	2,532
Urban Housing Units	83.1%
Rural Housing Units	16.9%

2020 Population By Urban/ Rural Status

Total	7,241
Urban Population	82.6%
Rural Population	17.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 12, 2025

Market Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

51041 (Orange...

Top 3 Tapestry Segments

1.	Prairie Living (6D)
2.	In Style (5B)
3.	Green Acres (6A)

2024 Consumer Spending

Apparel & Services: Total \$	\$5,330,941
Average Spent	\$2,116.29
Spending Potential Index	89
Education: Total \$	\$3,911,063
Average Spent	\$1,552.63
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$9,718,411
Average Spent	\$3,858.04
Spending Potential Index	94
Food at Home: Total \$	\$16,558,479
Average Spent	\$6,573.43
Spending Potential Index	90
Food Away from Home: Total \$	\$8,785,198
Average Spent	\$3,487.57
Spending Potential Index	90
Health Care: Total \$	\$19,528,213
Average Spent	\$7,752.37
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$7,459,505
Average Spent	\$2,961.30
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$2,173,517
Average Spent	\$862.85
Spending Potential Index	87
Shelter: Total \$	\$58,240,107
Average Spent	\$23,120.33
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,617,315
Average Spent	\$3,420.93
Spending Potential Index	98
Travel: Total \$	\$6,992,462
Average Spent	\$2,775.89
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$3,513,954
Average Spent	\$1,394.98
Spending Potential Index	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 12, 2025

Demographic and Income Profile

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Summary	Census 2010		Census 2020		2024		2029	
Population	7,044		7,241		7,463		7,676	
Households	2,272		2,407		2,519		2,622	
Families	1,694		1,742		1,788		1,844	
Average Household Size	2.63		2.61		2.57		2.55	
Owner Occupied Housing Units	1,798		1,871		1,964		2,112	
Renter Occupied Housing Units	474		536		555		510	
Median Age	30.4		32.0		32.4		33.7	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	0.56%		0.24%		0.38%			
Households	0.80%		0.40%		0.64%			
Families	0.62%		0.22%		0.56%			
Owner HHs	1.46%		0.67%		0.97%			
Median Household Income	1.30%		2.30%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			131	5.2%	117	4.5%		
\$15,000 - \$24,999			159	6.3%	133	5.1%		
\$25,000 - \$34,999			148	5.9%	124	4.7%		
\$35,000 - \$49,999			183	7.3%	175	6.7%		
\$50,000 - \$74,999			491	19.5%	499	19.0%		
\$75,000 - \$99,999			490	19.5%	496	18.9%		
\$100,000 - \$149,999			432	17.1%	462	17.6%		
\$150,000 - \$199,999			295	11.7%	381	14.5%		
\$200,000+			190	7.5%	235	9.0%		
Median Household Income			\$80,794		\$86,181			
Average Household Income			\$103,538		\$115,434			
Per Capita Income			\$35,130		\$39,608			
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	457	6.5%	418	5.8%	427	5.7%	429	5.6%
5 - 9	456	6.5%	457	6.3%	476	6.4%	463	6.0%
10 - 14	455	6.5%	524	7.2%	480	6.4%	476	6.2%
15 - 19	813	11.5%	778	10.7%	805	10.8%	761	9.9%
20 - 24	904	12.8%	894	12.3%	899	12.0%	915	11.9%
25 - 34	737	10.5%	761	10.5%	875	11.7%	911	11.9%
35 - 44	654	9.3%	778	10.7%	770	10.3%	835	10.9%
45 - 54	837	11.9%	640	8.8%	696	9.3%	780	10.2%
55 - 64	706	10.0%	818	11.3%	714	9.6%	665	8.7%
65 - 74	427	6.1%	633	8.7%	749	10.0%	758	9.9%
75 - 84	372	5.3%	338	4.7%	365	4.9%	460	6.0%
85+	226	3.2%	202	2.8%	207	2.8%	223	2.9%
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	6,614	93.9%	6,460	89.2%	6,575	88.1%	6,671	86.9%
Black Alone	37	0.5%	49	0.7%	47	0.6%	47	0.6%
American Indian Alone	20	0.3%	49	0.7%	61	0.8%	67	0.9%
Asian Alone	88	1.2%	81	1.1%	91	1.2%	103	1.3%
Pacific Islander Alone	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	210	3.0%	196	2.7%	227	3.0%	269	3.5%
Two or More Races	73	1.0%	406	5.6%	462	6.2%	519	6.8%
Hispanic Origin (Any Race)	440	6.2%	654	9.0%	762	10.2%	874	11.4%

Data Note: Income is expressed in current dollars.

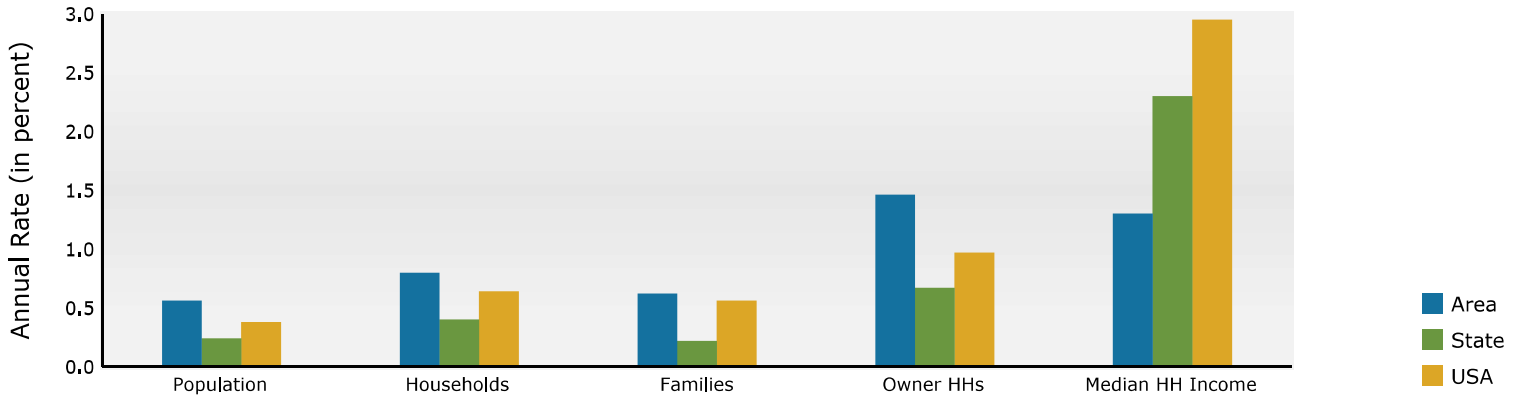
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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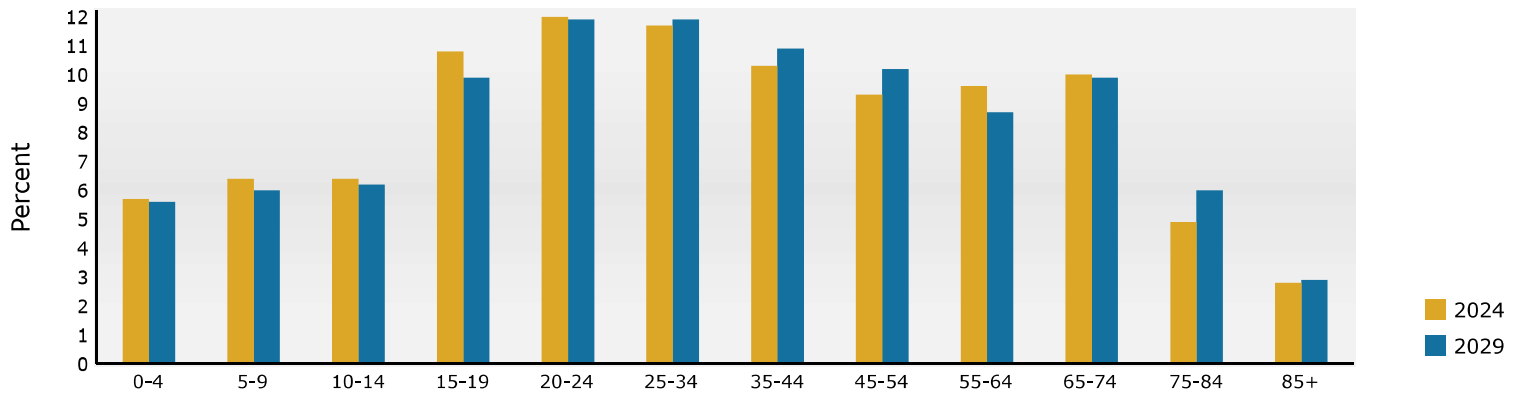
Demographic and Income Profile

51041 (Orange City, IA)
51041 (Orange City, IA)
Geography: ZIP Code

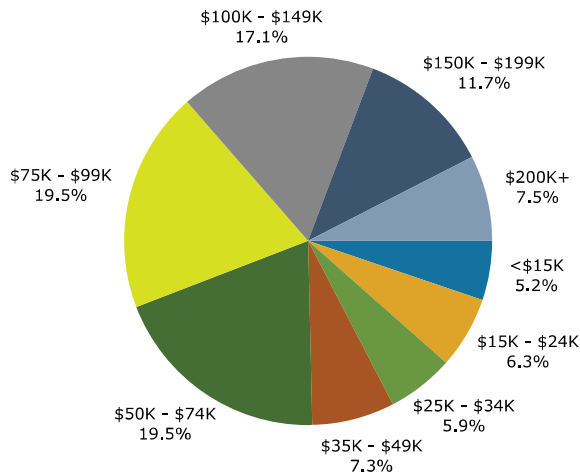
Trends 2024-2029



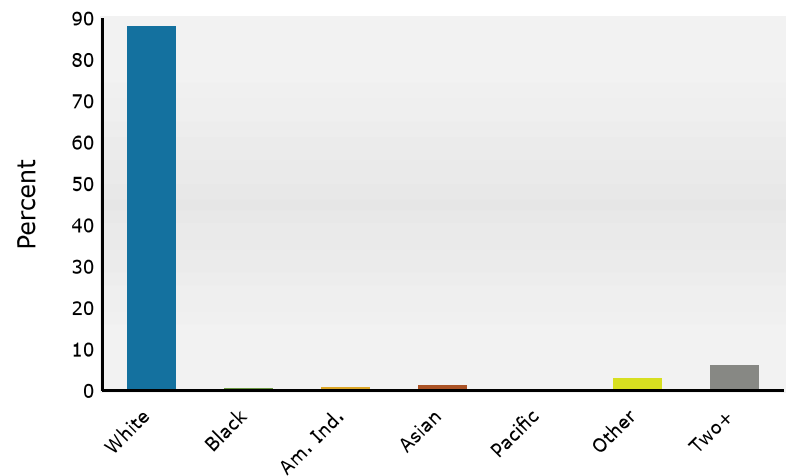
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 10.2%

Retail Demand by Industry

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	94	\$28,307.81	\$71,307,383
44-45	Retail Trade	95	\$24,383.13	\$61,421,094
722	Food Services & Drinking Places	89	\$3,924.69	\$9,886,289
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	100	\$3,119.86	\$7,858,930
4411	Automobile Dealers	98	\$2,535.58	\$6,387,134
4412	Other Motor Vehicle Dealers	133	\$328.99	\$828,715
4413	Auto Parts, Accessories & Tire Stores	96	\$255.29	\$643,081
442	Furniture and Home Furnishings Stores	96	\$1,054.78	\$2,656,996
4421	Furniture Stores	96	\$686.35	\$1,728,921
4422	Home Furnishings Stores	97	\$368.43	\$928,075
443, 4431	Electronics and Appliance Stores	90	\$289.84	\$730,116
444	Bldg Material & Garden Equipment & Supplies Dealers	106	\$1,630.28	\$4,106,667
4441	Building Material and Supplies Dealers	107	\$1,483.30	\$3,736,436
4442	Lawn and Garden Equipment and Supplies Stores	104	\$146.98	\$370,231
445	Food and Beverage Stores	91	\$5,153.43	\$12,981,486
4451	Grocery Stores	91	\$4,826.41	\$12,157,736
4452	Specialty Food Stores	89	\$158.26	\$398,657
4453	Beer, Wine, and Liquor Stores	89	\$168.75	\$425,093
446, 4461	Health and Personal Care Stores	101	\$796.02	\$2,005,178
447, 4471	Gasoline Stations	96	\$3,477.28	\$8,759,272
448	Clothing and Clothing Accessories Stores	90	\$1,087.57	\$2,739,592
4481	Clothing Stores	91	\$869.62	\$2,190,562
4482	Shoe Stores	89	\$201.12	\$506,626
4483	Jewelry, Luggage, and Leather Goods Stores	92	\$16.83	\$42,404
451	Sporting Goods, Hobby, Musical Instrument, and Book	91	\$430.27	\$1,083,854
4511	Sporting Goods, Hobby, and Musical Instrument Stores	92	\$349.61	\$880,664
4512	Book Stores and News Dealers	88	\$80.66	\$203,190
452	General Merchandise Stores	93	\$4,097.76	\$10,322,264
4522	Department Stores	90	\$347.03	\$874,177
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	93	\$3,750.73	\$9,448,087
453	Miscellaneous Store Retailers	98	\$586.01	\$1,476,150
4531	Florists	105	\$32.23	\$81,183
4532	Office Supplies, Stationery, and Gift Stores	91	\$88.10	\$221,935
4533	Used Merchandise Stores	97	\$77.93	\$196,310
4539	Other Miscellaneous Store Retailers	99	\$387.74	\$976,722
454	Nonstore Retailers	95	\$2,660.02	\$6,700,589
4541	Electronic Shopping and Mail-Order Houses	94	\$2,264.65	\$5,704,665
4542	Vending Machine Operators	93	\$36.88	\$92,896
4543	Direct Selling Establishments	102	\$358.49	\$903,028
722	Food Services & Drinking Places	89	\$3,924.69	\$9,886,289
7223	Special Food Services	90	\$14.10	\$35,516
7224	Drinking Places (Alcoholic Beverages)	90	\$94.80	\$238,795
7225	Restaurants and Other Eating Places	89	\$3,815.79	\$9,611,978

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

March 12, 2025

Retail Goods and Services Expenditures

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Prairie Living (6D)	78.3%	Population	7,463	7,676
In Style (5B)	18.3%	Households	2,519	2,622
Green Acres (6A)	3.4%	Families	1,788	1,844
	0.0%	Median Age	32.4	33.7
	0.0%	Median Household Income	\$80,794	\$86,181
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		89	\$2,116.29	\$5,330,941
Men's		92	\$404.92	\$1,019,981
Women's		87	\$697.81	\$1,757,788
Children's		91	\$334.21	\$841,870
Footwear		88	\$438.02	\$1,103,383
Watches & Jewelry		86	\$196.18	\$494,189
Apparel Products and Services (1)		93	\$45.15	\$113,730
Computer				
Computers and Hardware for Home Use		86	\$231.66	\$583,546
Portable Memory		87	\$3.56	\$8,970
Computer Software		84	\$13.06	\$32,907
Computer Accessories		90	\$21.46	\$54,047
Entertainment & Recreation				
Fees and Admissions		94	\$3,858.04	\$9,718,411
Membership Fees for Clubs (2)		92	\$757.50	\$1,908,153
Fees for Participant Sports, excl. Trips		97	\$291.71	\$734,809
Fees for Participant Sports, excl. Trips		95	\$127.31	\$320,684
Tickets to Theatre/Operas/Concerts		86	\$65.79	\$165,719
Tickets to Movies		81	\$19.95	\$50,262
Tickets to Parks or Museums		86	\$32.03	\$80,685
Admission to Sporting Events, excl. Trips		110	\$86.87	\$218,821
Fees for Recreational Lessons		77	\$133.20	\$335,523
Dating Services		82	\$0.65	\$1,650
TV/Video/Audio		95	\$1,254.04	\$3,158,927
Cable and Satellite Television Services		97	\$732.38	\$1,844,875
Televisions		92	\$140.41	\$353,696
Satellite Dishes		94	\$1.17	\$2,939
VCRs, Video Cameras, and DVD Players		82	\$4.07	\$10,254
Miscellaneous Video Equipment		101	\$22.93	\$57,772
Video Cassettes and DVDs		82	\$4.74	\$11,950
Video Game Hardware/Accessories		87	\$40.50	\$102,016
Video Game Software		86	\$17.39	\$43,800
Rental/Streaming/Downloaded Video		94	\$161.52	\$406,866
Installation of Televisions		101	\$1.72	\$4,333
Audio (3)		88	\$125.87	\$317,075
Rental and Repair of TV/Radio/Sound Equipment		84	\$1.33	\$3,354
Pets		96	\$967.64	\$2,437,480
Toys/Games/Crafts/Hobbies (4)		99	\$179.92	\$453,206
Recreational Vehicles and Fees (5)		104	\$204.41	\$514,910
Sports/Recreation/Exercise Equipment (6)		90	\$273.84	\$689,809
Photo Equipment and Supplies (7)		92	\$56.23	\$141,641
Reading (8)		88	\$122.89	\$309,551
Catered Affairs (9)		105	\$41.58	\$104,734
Food				
Food at Home		90	\$10,061.01	\$25,343,678
Bakery and Cereal Products		90	\$6,573.43	\$16,558,479
Bakery and Cereal Products		91	\$852.36	\$2,147,106
Meats, Poultry, Fish, and Eggs		89	\$1,397.49	\$3,520,269
Dairy Products		91	\$627.33	\$1,580,240
Fruits and Vegetables		88	\$1,265.65	\$3,188,173
Snacks and Other Food at Home (10)		92	\$2,430.60	\$6,122,692
Food Away from Home		90	\$3,487.57	\$8,785,198
Alcoholic Beverages		88	\$576.00	\$1,450,950

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 12, 2025

Retail Goods and Services Expenditures

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$44,370.30	\$111,768,778
Value of Retirement Plans	102	\$165,805.99	\$417,665,297
Value of Other Financial Assets	99	\$8,979.63	\$22,619,692
Vehicle Loan Amount excluding Interest	96	\$3,407.96	\$8,584,659
Value of Credit Card Debt	93	\$2,690.23	\$6,776,680
Health			
Nonprescription Drugs	98	\$173.67	\$437,484
Prescription Drugs	115	\$477.01	\$1,201,577
Eyeglasses and Contact Lenses	101	\$127.82	\$321,985
Home			
Mortgage Payment and Basics (11)	97	\$13,153.57	\$33,133,847
Maintenance and Remodeling Services	101	\$4,725.39	\$11,903,247
Maintenance and Remodeling Materials (12)	113	\$977.43	\$2,462,137
Utilities, Fuel, and Public Services	96	\$5,735.22	\$14,447,013
Household Furnishings and Equipment			
Household Textiles (13)	89	\$117.88	\$296,946
Furniture	95	\$944.09	\$2,378,160
Rugs	90	\$40.98	\$103,240
Major Appliances (14)	97	\$572.33	\$1,441,687
Housewares (15)	89	\$95.40	\$240,321
Small Appliances	84	\$67.89	\$171,011
Luggage	87	\$18.10	\$45,601
Telephones and Accessories	92	\$93.22	\$234,812
Household Operations			
Child Care	90	\$498.21	\$1,254,990
Lawn and Garden (16)	103	\$718.96	\$1,811,064
Moving/Storage/Freight Express	79	\$96.62	\$243,385
Housekeeping Supplies (17)	91	\$826.94	\$2,083,055
Insurance			
Owners and Renters Insurance	107	\$883.21	\$2,224,814
Vehicle Insurance	91	\$1,935.58	\$4,875,719
Life/Other Insurance	99	\$672.41	\$1,693,791
Health Insurance	100	\$5,007.31	\$12,613,417
Personal Care Products (18)	88	\$494.81	\$1,246,436
School Books (19)	87	\$37.04	\$93,304
Smoking Products	99	\$464.48	\$1,170,031
Transportation			
Payments on Vehicles excluding Leases	100	\$3,055.62	\$7,697,097
Gasoline and Motor Oil	94	\$3,131.17	\$7,887,418
Vehicle Maintenance and Repairs	94	\$1,394.98	\$3,513,954
Travel			
Airline Fares	84	\$531.33	\$1,338,428
Lodging on Trips	94	\$919.08	\$2,315,159
Auto/Truck Rental on Trips	92	\$106.63	\$268,598
Food and Drink on Trips	92	\$686.09	\$1,728,255

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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51041 (Orange City, IA)
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Demographic Summary		2024	2029
Population		7,463	7,676
Population 18+		5,783	6,038
Households		2,519	2,622
Median Household Income		\$80,794	\$86,181

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,708	64.1%	102
Bought Women`s Clothing/12 Mo	3,004	51.9%	99
Bought Shoes/12 Mo	4,397	76.0%	101
Bought Fine Jewelry/12 Mo	1,140	19.7%	90
Bought Watch/12 Mo	722	12.5%	94
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,390	94.9%	105
HH Bought or Leased New Vehicle/12 Mo	256	10.2%	110
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	5,442	94.1%	105
Bought or Changed Motor Oil/12 Mo	3,344	57.8%	108
Had Vehicle Tune-Up/12 Mo	1,320	22.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,098	36.3%	97
Drank Beer or Ale/6 Mo	2,241	38.8%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	639	11.0%	113
Own Digital SLR Camera or Camcorder	609	10.5%	101
Printed Digital Photos/12 Mo	1,636	28.3%	109
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,030	35.1%	97
Have a Smartphone	5,442	94.1%	100
Have Android Phone (Any Brand) Smartphone	2,391	41.3%	107
Have Apple iPhone Smartphone	3,156	54.6%	95
HH Owns 1 Cell Phone	703	27.9%	93
HH Owns 2 Cell Phones	1,062	42.2%	107
HH Owns 3+ Cell Phones	709	28.1%	98
HH Has Cell Phone Only (No Landline Telephone)	1,834	72.8%	101
Computers (Households)			
HH Owns Computer	2,153	85.5%	102
HH Owns Desktop Computer	1,011	40.1%	103
HH Owns Laptop or Notebook	1,760	69.9%	101
HH Owns Apple/Mac Brand Computer	526	20.9%	84
HH Owns PC/Non-Apple Brand Computer	1,863	74.0%	105
HH Purchased Most Recent Home Computer at Store	977	38.8%	104
HH Purchased Most Recent Home Computer Online	701	27.8%	102
HH Spent \$1-499 on Most Recent Home Computer	391	15.5%	112
HH Spent \$500-999 on Most Recent Home Computer	564	22.4%	118
HH Spent \$1K-1499 on Most Recent Home Computer	261	10.4%	91
HH Spent \$1500-1999 on Most Recent Home Computer	77	3.1%	76
HH Spent \$2K+ on Most Recent Home Computer	139	5.5%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	4,022	69.5%	107
Bought Brewed Coffee at C-Store/30 Days	786	13.6%	109
Bought Cigarettes at C-Store/30 Days	368	6.4%	105
Bought Gas at C-Store/30 Days	2,717	47.0%	117
Spent \$1-19 at C-Store/30 Days	390	6.7%	99
Spent \$20-39 at C-Store/30 Days	486	8.4%	101
Spent \$40-50 at C-Store/30 Days	413	7.1%	107
Spent \$51-99 at C-Store/30 Days	347	6.0%	106
Spent \$100+ at C-Store/30 Days	1,574	27.2%	115
Entertainment (Adults)			
Attended Movie/6 Mo	2,421	41.9%	95
Went to Live Theater/12 Mo	509	8.8%	101
Went to Bar or Night Club/12 Mo	1,090	18.8%	106
Dined Out/12 Mo	3,511	60.7%	109
Gambled at Casino/12 Mo	695	12.0%	101
Visited Theme Park/12 Mo	804	13.9%	88
Viewed Movie (Video-on-Demand)/30 Days	495	8.6%	91
Viewed TV Show (Video-on-Demand)/30 Days	342	5.9%	90
Used Internet to Download Movie/30 Days	279	4.8%	77
Downloaded Individual Song/6 Mo	1,030	17.8%	91
Used Internet to Watch Movie/30 Days	1,648	28.5%	83
Used Internet to Watch TV Program/30 Days	1,242	21.5%	96
Played (Console) Video or Electronic Game/12 Mo	747	12.9%	102
Played (Portable) Video or Electronic Game/12 Mo	389	6.7%	98
Financial (Adults)			
Have 1st Home Mortgage	2,283	39.5%	108
Used ATM or Cash Machine/12 Mo	3,567	61.7%	100
Own Any Stock	862	14.9%	100
Own U.S. Savings Bonds	460	8.0%	108
Own Shares in Mutual Fund (Stocks)	878	15.2%	113
Own Shares in Mutual Fund (Bonds)	552	9.5%	115
Have Interest Checking Account	2,498	43.2%	111
Have Non-Interest Checking Account	2,219	38.4%	104
Have Savings Account	4,347	75.2%	103
Have 401(k) Retirement Savings Plan	1,515	26.2%	107
Own or Used Any Credit/Debit Card/12 Mo	5,428	93.9%	101
Avg \$1-110 Monthly Credit Card Expenditures	615	10.6%	104
Avg \$111-225 Monthly Credit Card Expenditures	400	6.9%	100
Avg \$226-450 Monthly Credit Card Expenditures	510	8.8%	100
Avg \$451-700 Monthly Credit Card Expenditures	590	10.2%	110
Avg \$701-1000 Monthly Credit Card Expenditures	461	8.0%	102
Avg \$1001-2000 Monthly Credit Card Expenditures	722	12.5%	104
Avg \$2001+ Monthly Credit Card Expenditures	695	12.0%	96
Did Banking Online/12 Mo	3,338	57.7%	101
Did Banking by Mobile Device/12 Mo	2,765	47.8%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,403	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,000	79.4%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	590	23.4%	113
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,461	58.0%	99
HH Used Fresh Fruit or Vegetables/6 Mo	2,246	89.2%	100
HH Used Fresh Milk/6 Mo	2,160	85.7%	104
HH Used Organic Food/6 Mo	539	21.4%	84
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,891	50.0%	103
Exercise at Club 2+ Times/Wk	624	10.8%	92
Visited Doctor/12 Mo	4,779	82.6%	104
Used Vitamins or Dietary Supplements/6 Mo	3,919	67.8%	102
Home (Households)			
HH Did Home Improvement/12 Mo	1,066	42.3%	117
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	941	37.4%	107
HH Purchased Low Ticket HH Furnishing/12 Mo	562	22.3%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	669	26.6%	103
HH Bought Small Kitchen Appliance/12 Mo	589	23.4%	94
HH Bought Large Kitchen Appliance/12 Mo	415	16.5%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,294	57.0%	111
Personally Carry Any Med/Hosp/Accident Insur	5,133	88.8%	104
Homeowner Carries Home/Personal Property Insurance	4,121	71.3%	118
Renter Carries Home/Pers Property Insurance	571	9.9%	77
HH Has 1 Vehicle Covered w/Auto Insurance	753	29.9%	93
HH Has 2 Vehicles Covered w/Auto Insurance	833	33.1%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	765	30.4%	117
Pets (Households)			
HH Owns Any Pet	1,456	57.8%	114
HH Owns Cat	687	27.3%	116
HH Owns Dog	1,142	45.3%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	776	13.4%	79
Buying American Is Important: 4-Agr Cmpl	1,909	33.0%	114
Buy Based on Quality Not Price: 4-Agr Cmpl	796	13.8%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	665	11.5%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	583	10.1%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	506	8.7%	78
Buy Based on Price Not Brands: 4-Agr Cmpl	1,523	26.3%	99
Reading (Adults)			
Bought Digital Book/12 Mo	1,044	18.1%	99
Bought Hardcover Book/12 Mo	1,536	26.6%	99
Bought Paperback Book/12 Mo	1,975	34.2%	99
Read Daily Newspaper (Paper Version)	640	11.1%	102
Read Digital Newspaper/30 Days	3,030	52.4%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	4,834	83.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	4,308	74.5%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,407	24.3%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	5,345	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,287	39.5%	100
Ordered Eat-In Fast Food/6 Mo	1,772	30.6%	106
Ordered Home Delivery Fast Food/6 Mo	623	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,287	56.8%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,212	21.0%	92
Television & Electronics (Adults/Households)			
Own Tablet	3,345	57.8%	101
Own E-Reader	918	15.9%	100
Own E-Reader/Tablet: Apple iPad	2,064	35.7%	98
HH Owns Internet Connectable TV	1,115	44.3%	108
Own Portable MP3 Player	550	9.5%	106
HH Owns 1 TV	394	15.6%	85
HH Owns 2 TVs	677	26.9%	97
HH Owns 3 TVs	598	23.7%	106
HH Owns 4+ TVs	684	27.2%	123
HH Subscribes to Cable TV	790	31.4%	102
HH Subscribes to Fiber Optic TV	102	4.0%	79
HH Owns Portable GPS Device	552	21.9%	118
HH Purchased Video Game System/12 Mo	151	6.0%	77
HH Owns Internet Video Device for TV	1,408	55.9%	106
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,505	60.6%	104
Took 3+ Domestic Non-Business Trips/12 Mo	966	16.7%	102
Spent \$1-999 on Domestic Vacations/12 Mo	735	12.7%	104
Spent \$1K-1499 on Domestic Vacations/12 Mo	409	7.1%	103
Spent \$1500-1999 on Domestic Vacations/12 Mo	295	5.1%	115
Spent \$2K-2999 on Domestic Vacations/12 Mo	331	5.7%	110
Spent \$3K+ on Domestic Vacations/12 Mo	580	10.0%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	367	6.3%	101
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,435	24.8%	82
Took 3+ Foreign Trips by Plane/3 Yrs	253	4.4%	80
Spent \$1-999 on Foreign Vacations/12 Mo	271	4.7%	84
Spent \$1K-2999 on Foreign Vacations/12 Mo	156	2.7%	81
Spent \$3K+ on Foreign Vacations/12 Mo	266	4.6%	77
Used General Travel Site: Foreign Trip/3 Yrs	235	4.1%	72
Spent Night at Hotel or Motel/12 Mo	3,083	53.3%	105
Took Cruise of More Than One Day/3 Yrs	517	8.9%	105
Member of Frequent Flyer Program	1,480	25.6%	92
Member of Hotel Rewards Program	1,819	31.5%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Demographic Summary		2024	2029	
Population		7,463	7,676	
Population 18+		5,783	6,038	
Households		2,519	2,622	
Median Household Income		\$80,794	\$86,181	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		4,308	74.5%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,407	24.3%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days		421	7.3%	122
Spent \$31-50 at Family Restaurant/Steak House/30 Days		594	10.3%	115
Spent \$51-100 at Family Restaurant/Steak House/30 Days		964	16.7%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		709	12.3%	104
Spent \$201+ at Family Restaurant/Steak House/30 Days		350	6.1%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		210	3.6%	104
Spent \$101-200 at Fine Dining Restaurants/30 Days		145	2.5%	87
Spent \$201+ at Fine Dining Restaurants/30 Days		122	2.1%	75
Went for Breakfast at Family Restaurant/Steak House/6 Mo		817	14.1%	115
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,135	19.6%	104
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,979	51.5%	110
Went for Snacks at Family Restaurant/Steak House/6 Mo		76	1.3%	79
Went on Weekday to Family Restaurant/Steak House/6 Mo		2,097	36.3%	111
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,438	42.2%	105
Went to Applebee`s/6 Mo		1,021	17.7%	115
Went to Bob Evans/6 Mo		237	4.1%	167
Went to Buffalo Wild Wings/6 Mo		599	10.4%	115
Went to California Pizza Kitchen/6 Mo		56	1.0%	55
Went to Carrabba`s/6 Mo		120	2.1%	96
Went to The Cheesecake Factory/6 Mo		319	5.5%	78
Went to Chili`s Grill & Bar/6 Mo		519	9.0%	93
Went to Cracker Barrel/6 Mo		797	13.8%	125
Went to Denny`s/6 Mo		267	4.6%	69
Went to Golden Corral/6 Mo		223	3.9%	92
Went to IHOP/6 Mo		415	7.2%	93
Went to Logan`s Roadhouse/6 Mo		154	2.7%	140
Went to Longhorn Steakhouse/6 Mo		430	7.4%	119
Went to Olive Garden/6 Mo		1,007	17.4%	111
Went to Outback Steakhouse/6 Mo		517	8.9%	111
Went to Red Lobster/6 Mo		490	8.5%	115
Went to Red Robin/6 Mo		332	5.7%	106
Went to Ruby Tuesday/6 Mo		141	2.4%	138
Went to Texas Roadhouse/6 Mo		1,031	17.8%	138
Went to T.G.I. Friday`s/6 Mo		139	2.4%	97
Went to Waffle House/6 Mo		313	5.4%	102
Went to Fast Food/Drive-In Restaurant/6 Mo		5,345	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,287	39.5%	100
Spent \$1-10 at Fast Food Restaurant/30 Days		246	4.3%	119
Spent \$11-20 at Fast Food Restaurant/30 Days		515	8.9%	109
Spent \$21-40 at Fast Food Restaurant/30 Days		921	15.9%	99
Spent \$41-50 at Fast Food Restaurant/30 Days		512	8.9%	97
Spent \$51-100 at Fast Food Restaurant/30 Days		1,273	22.0%	107
Spent \$101-200 at Fast Food Restaurant/30 Days		739	12.8%	98
Spent \$201+ at Fast Food Restaurant/30 Days		300	5.2%	88
Ordered Eat-In Fast Food/6 Mo		1,772	30.6%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 12, 2025

Restaurant Market Potential

51041 (Orange City, IA)
 51041 (Orange City, IA)
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	623	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,287	56.8%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,212	21.0%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	2,174	37.6%	105
Bought Lunch at Fast Food Restaurant/6 Mo	3,163	54.7%	102
Bought Dinner at Fast Food Restaurant/6 Mo	3,337	57.7%	106
Bought Snack at Fast Food Restaurant/6 Mo	728	12.6%	90
Bought from Fast Food Restaurant on Weekday/6 Mo	3,981	68.8%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	3,118	53.9%	102
Bought A&W/6 Mo	175	3.0%	140
Bought Arby's/6 Mo	1,488	25.7%	141
Bought Baskin-Robbins/6 Mo	134	2.3%	69
Bought Boston Market/6 Mo	103	1.8%	100
Bought Burger King/6 Mo	1,673	28.9%	107
Bought Captain D's/6 Mo	208	3.6%	125
Bought Carl's Jr./6 Mo	82	1.4%	30
Bought Checkers/6 Mo	112	1.9%	81
Bought Chick-Fil-A/6 Mo	2,010	34.8%	104
Bought Chipotle Mexican Grill/6 Mo	874	15.1%	88
Bought Chuck E. Cheese's/6 Mo	71	1.2%	82
Bought Church's Fried Chicken/6 Mo	139	2.4%	80
Bought Cold Stone Creamery/6 Mo	157	2.7%	88
Bought Dairy Queen/6 Mo	1,174	20.3%	129
Bought Del Taco/6 Mo	66	1.1%	32
Bought Domino's Pizza/6 Mo	865	15.0%	89
Bought Dunkin' Donuts/6 Mo	871	15.1%	102
Bought Five Guys/6 Mo	554	9.6%	97
Bought Hardee's/6 Mo	416	7.2%	144
Bought Jack in the Box/6 Mo	207	3.6%	53
Bought Jersey Mike's/6 Mo	478	8.3%	97
Bought Jimmy John's/6 Mo	468	8.1%	132
Bought KFC/6 Mo	1,127	19.5%	112
Bought Krispy Kreme Doughnuts/6 Mo	306	5.3%	79
Bought Little Caesars/6 Mo	688	11.9%	97
Bought Long John Silver's/6 Mo	199	3.4%	132
Bought McDonald's/6 Mo	3,083	53.3%	108
Bought Panda Express/6 Mo	555	9.6%	73
Bought Panera Bread/6 Mo	865	15.0%	111
Bought Papa John's/6 Mo	504	8.7%	105
Bought Papa Murphy's/6 Mo	238	4.1%	121
Bought Pizza Hut/6 Mo	800	13.8%	112
Bought Popeyes Chicken/6 Mo	657	11.4%	83
Bought Sonic Drive-In/6 Mo	740	12.8%	114
Bought Starbucks/6 Mo	1,042	18.0%	85
Bought Steak 'N Shake/6 Mo	204	3.5%	123
Bought Subway/6 Mo	1,377	23.8%	105
Bought Taco Bell/6 Mo	1,676	29.0%	105
Bought Wendy's/6 Mo	1,659	28.7%	107
Bought Whataburger/6 Mo	351	6.1%	101
Bought White Castle/6 Mo	166	2.9%	120
Bought Wing-Stop/6 Mo	116	2.0%	55

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 12, 2025

Restaurant Market Potential

51041 (Orange City, IA)

51041 (Orange City, IA)

Geography: ZIP Code

Went to Fine Dining Restaurant/6 Mo	795	13.7%	89
Went to Fine Dining Restaurant/30 Days	591	10.2%	87
Went to Fine Dining Restaurant 2+ Times/30 Days	281	4.9%	88
Used DoorDash Site/App for Take-Out/Del/30 Days	611	10.6%	84
Used Grubhub Site/App for Take-Out/Del/30 Days	206	3.6%	77
Used Postmates Site/App for Take-Out/Del/30 Days	47	0.8%	73
Used Restrnt Site/App for Take-Out/Del/30 Days	1,276	22.1%	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	253	4.4%	61
Used Yelp Site/App for Take-Out/Del/30 Days	36	0.6%	47

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Trade Analysis

Fiscal Year 2024

Orange City

report created: 06/06/2025

Overview

This report examines local retail sales and related economic trends using a variety of historical and peer-based performance measures.

The retail measures are based on sales of goods and services that are subject to Iowa’s statewide sales tax, as reported in the Iowa Department of Revenue Annual Sales and Use Tax Report.

Retail sales data have been adjusted for inflation and are stated in Fiscal Year 2024 dollar equivalents, unless otherwise noted. The 2024 fiscal year began July 1, 2023, and ended June 30, 2024.

Overview, 1-4

- Key retail indicators
- Historical statistics
- Population trends

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- Neighbor area sales
- Regional competition

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- Tax reporting notes
- Notable exclusions
- Definitions
- Frequently asked questions
- Peer group listings
- Acknowledgements

<https://indicators.extension.iastate.edu/Indicators/Retail>

Table 1. Orange City Key Retail Indicators

	2023	2024	% Change
Real total taxable sales	\$135,191,198	\$143,118,129	5.9% ▲
Estimated population ¹	6,351	6,397	0.7% ►
Annual average sales per capita	\$21,286	\$22,372	5.1% ▲
Monthly average number of sales tax return filings ²	165	171	4% ▲

1) The population estimate describes the average number of residents in households, dormitories, nursing homes, correctional institutions, and other group quarters during the fiscal year.

2) The required filing frequency for sales tax returns increased to a monthly basis for most firms beginning in FY24.

10-Year Summary of Taxable Retail Sales Statistics

Figure 1 shows the dollar amount of total taxable retail sales reported by local businesses, measured in millions of real (i.e. inflation-adjusted) dollars.

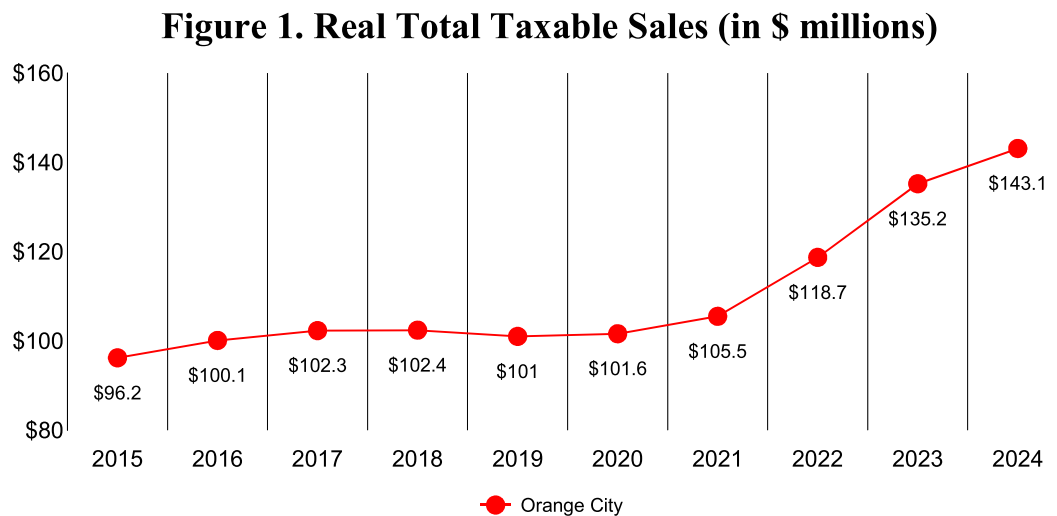
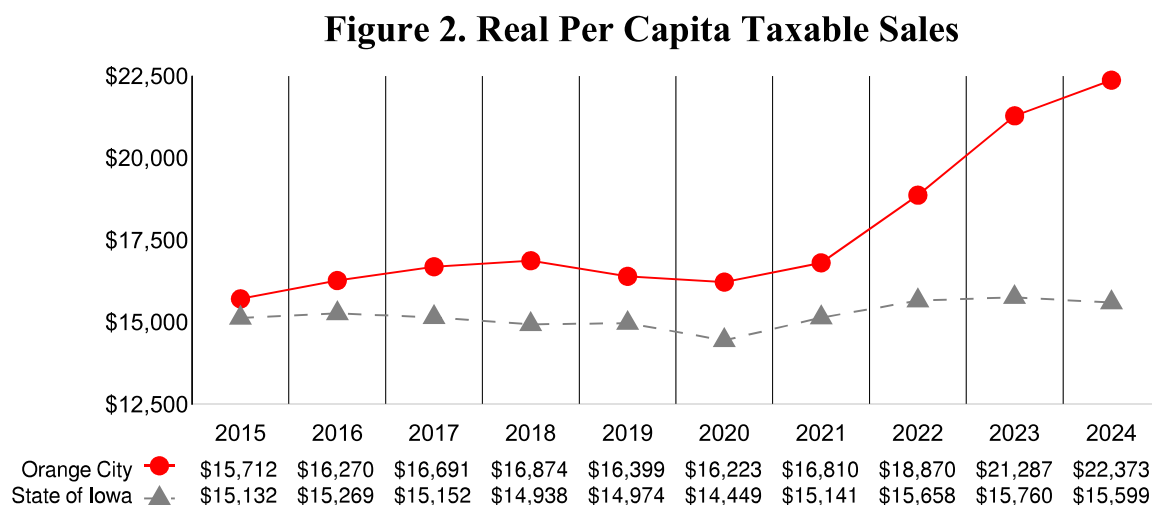


Figure 2 measures local taxable sales on a per capita basis, with comparisons to statewide averages by year. The per capita averages are expressed in real dollars.



Historical Trends in Taxable Retail Sales

Table 2. Historial Statistics for Orange City

Fiscal Year	Total Returns Filed	Total Taxable Sales (\$)		Estimated Population	Real Sales Per Capita (\$)	Statewide Sales Per Capita (\$)
		Nominal	Real			
2024	2,051	143,118,129	143,118,129	6,397	22,373	15,599
2023	1,977	132,577,463	135,191,198	6,351	21,287	15,760
2022	920	112,195,395	118,690,101	6,290	18,870	15,658
2021	945	93,653,411	105,498,430	6,276	16,810	15,141
2020	972	86,607,755	101,619,628	6,264	16,223	14,449
2019	940	85,139,298	100,967,418	6,157	16,399	14,974
2018	916	85,148,922	102,428,033	6,070	16,874	14,938
2017	912	83,336,985	102,302,069	6,129	16,691	15,152
2016	932	80,151,137	100,108,388	6,153	16,270	15,269
2015	920	76,254,866	96,204,933	6,123	15,712	15,132
2014	900	74,488,536	94,149,214	6,126	15,369	14,561
2013	912	70,641,507	90,535,965	6,144	14,736	14,425
2012	900	72,162,098	93,703,800	6,140	15,261	14,581
2011	880	66,349,975	87,762,995	6,095	14,399	14,223
2010	864	64,418,697	87,365,450	6,054	14,431	14,240
2009	876	72,230,079	99,712,076	6,045	16,495	15,312
2008	888	86,681,352	119,326,932	6,058	19,697	15,140
2007	892	81,796,381	115,939,855	6,045	19,179	14,994
2006	836	75,128,663	109,220,908	5,971	18,292	15,206
2005	824	73,191,300	109,404,266	5,888	18,581	15,054
2004	800	72,783,100	111,929,285	5,801	19,295	15,179
2003	800	56,379,098	88,853,050	5,722	15,528	15,396
2002	840	51,526,362	82,909,638	5,717	14,502	15,605
2001	852	51,073,644	83,257,538	5,686	14,643	15,802
2000	832	51,271,748	85,261,325	5,641	15,115	15,694
1999	828	50,689,167	86,426,352	5,639	15,327	15,688
1998	840	50,419,645	87,215,172	5,604	15,563	15,130
1997	828	46,945,425	81,851,433	5,561	14,719	14,826
1996	812	43,858,999	77,802,290	5,522	14,090	14,533
1995	784	43,043,000	77,986,957	5,461	14,281	14,239
1994	744	40,901,826	75,669,179	5,365	14,104	13,945
1993	712	37,339,044	70,519,396	5,233	13,476	13,638
1992	672	33,144,087	64,156,800	5,123	12,523	13,450
1991	660	29,812,209	59,242,906	5,077	11,669	13,331
1990	628	27,382,079	56,230,943	5,045	11,146	13,238
1989	632	25,512,854	54,696,420	4,993	10,955	13,077
1988	616	25,279,948	56,566,928	4,944	11,442	12,888
1987	648	25,062,315	58,270,185	4,895	11,904	12,834
1986	636	22,076,324	52,911,409	4,846	10,919	12,491
1985	648	21,872,358	53,565,693	4,798	11,164	12,490
1984	644	23,939,702	60,674,084	4,751	12,771	12,544
1983	656	23,551,829	61,953,196	4,704	13,170	12,620
1982	604	23,019,186	63,122,141	4,657	13,554	12,712
1981	608	23,479,486	67,950,763	4,611	14,737	13,035
1980	596	24,644,380	77,716,146	4,532	17,148	14,213
1979	584	21,313,071	74,454,879	4,420	16,845	14,378
1978	576	17,953,435	68,297,664	4,310	15,846	13,945
1977	564	16,172,751	65,800,340	4,204	15,652	13,685
1976	560	13,326,392	57,746,679	4,100	14,085	12,980

Population Trends

Population change is a key factor influencing local retail sales performance. Population gains or losses from year to year directly impact the number of potential shoppers in the region.

In the longer term, population trends also reflect the region's general economic climate. Population growth or stability suggests a more favorable retail environment than population decline, which may signify erosion in the region's economic vitality.

Figure 3. Population Trends for Orange City

Figure 3 shows annual population estimates for the city, county, and state, expressed as percentages of baseline values from 10 years ago.

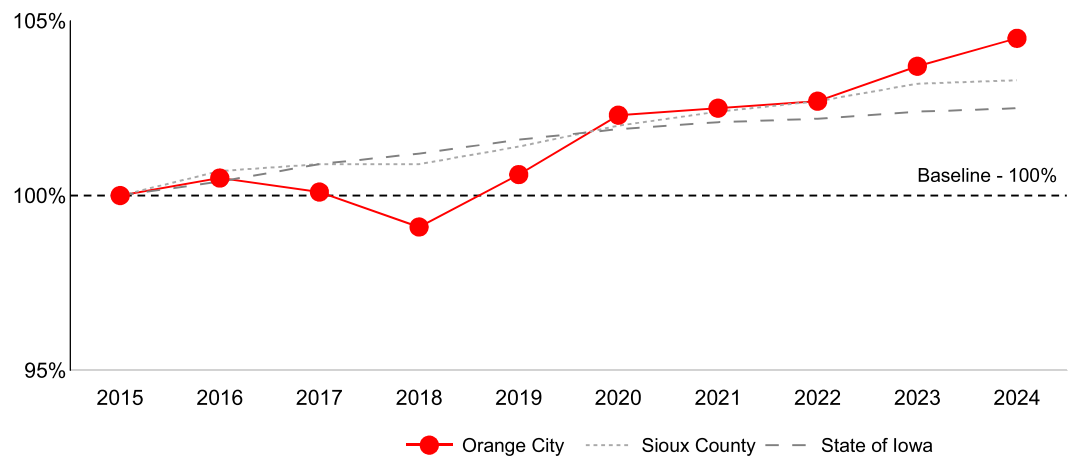
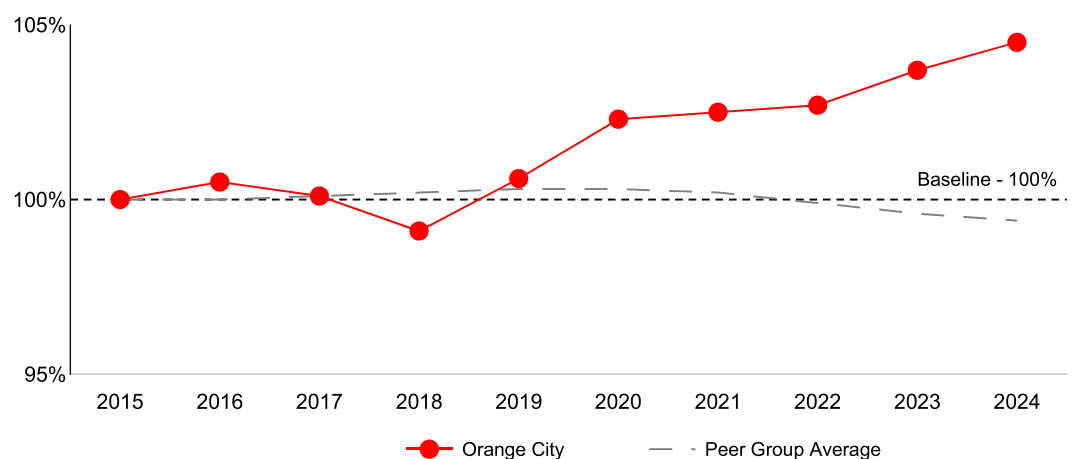


Figure 4. Population Trends for Group 3 Cities

Figure 4 compares the local population trend to the average experience for similarly-sized cities in Iowa. See **Table 3** for peer group definitions and **Table 7** for a list of Iowa cities by peer group.



Peer Group Comparisons

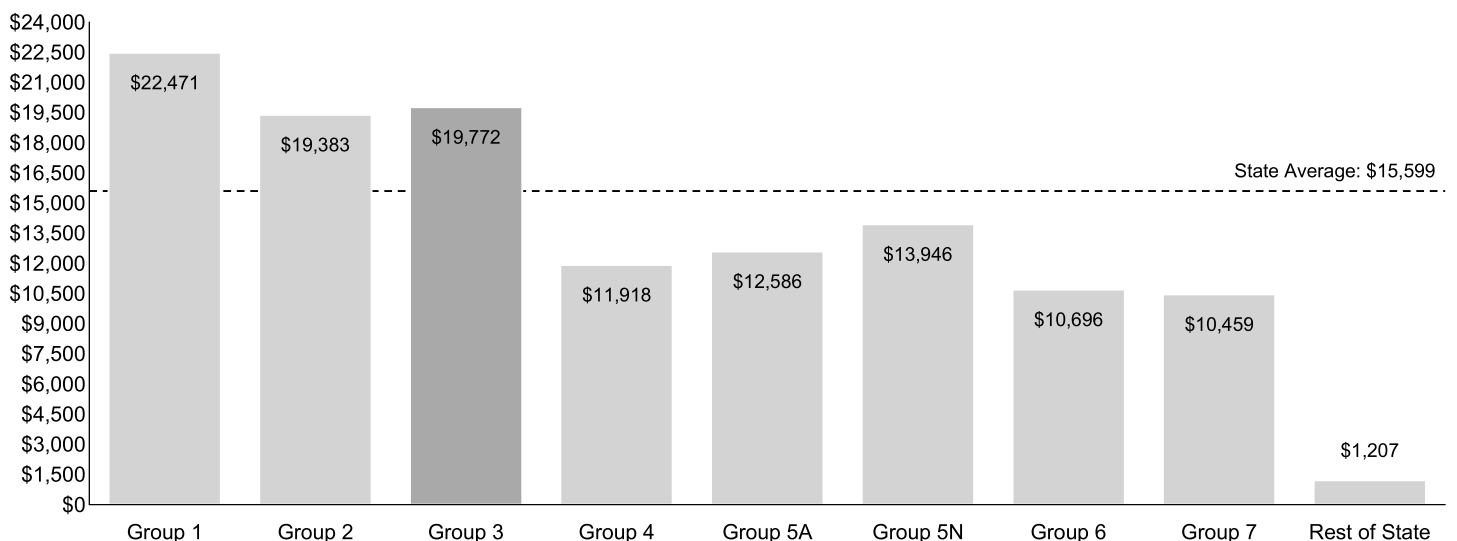
Iowa's 942 cities vary in the level and types of retail activity they can support. In general, retail sector size and diversity tend to increase with community size. Other determining factors include the proximity and size of competing trade centers and the overall population density in the region. Communities that are similar across these dimensions serve as useful benchmarks for gauging local retail performance.

This report assigns all cities in Iowa to peer groups based on their population size and urbanization characteristics of their host county. **Table 3** contains peer group definitions. The relevant peer group for the city is highlighted in bold (see **Table 12** for a complete list of cities by peer group). **Figure 5** compares the average sales performance of all city peer groups during the most recent fiscal year.

Table 3. Peer Group Definitions

Group	City Population	Metropolitan or Micropolitan Status	Number of Cities	% of State Taxable Sales
Group 1	10,000 or greater	Core county of a metropolitan statistical area (MSA)	23.0	60.5%
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	19.0	12.4%
Group 3	2,500 to 9,999	Non-metropolitan county	63.0	12.3%
Group 4	2,500 to 9,999	Metropolitan county	34.0	4.0%
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	92.0	2.6%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	110.0	2.8%
Group 6	500 to 2,499	Metropolitan county	101.0	2.6%
Group 7	250 to 499	Any county	169.0	1.1%
Rest of State	249 or fewer	Any County	329.0	1.7%

Figure 5. Average Sales Per Capita by City Peer Group



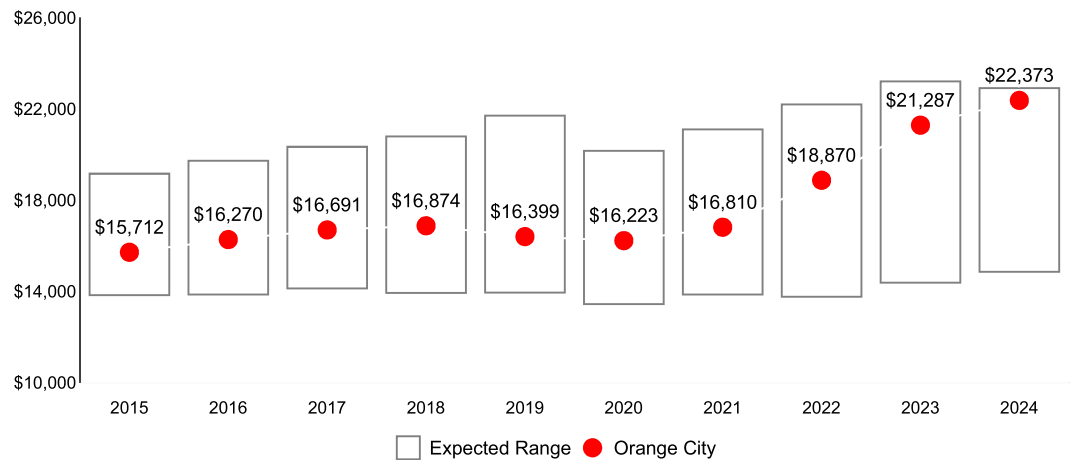
Peer Group Comparisons

Expected Sales

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. **Figure 6** illustrates whether recent local sales trends align with peer group expectations.

Figure 6. Expected and Actual Sales Per Capita

Figure 6 compares local sales with typical values for peer cities. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red circles show actual local per capita sales.



Regional Competition

This section explores broadly regional trade patterns competitive forces at work within the region. **Figure 7** compares city per capita sales to averages in neighboring cities. **Table 5** lists cities within the county that reported taxable sales activity during the most recent fiscal year.

Figure 7. Per Capita Retail Sales for Nearby Cities

Figure 7 shows the ten nearest cities as measured from the center of each city. The cities are listed in descending order by their average per capita sales.

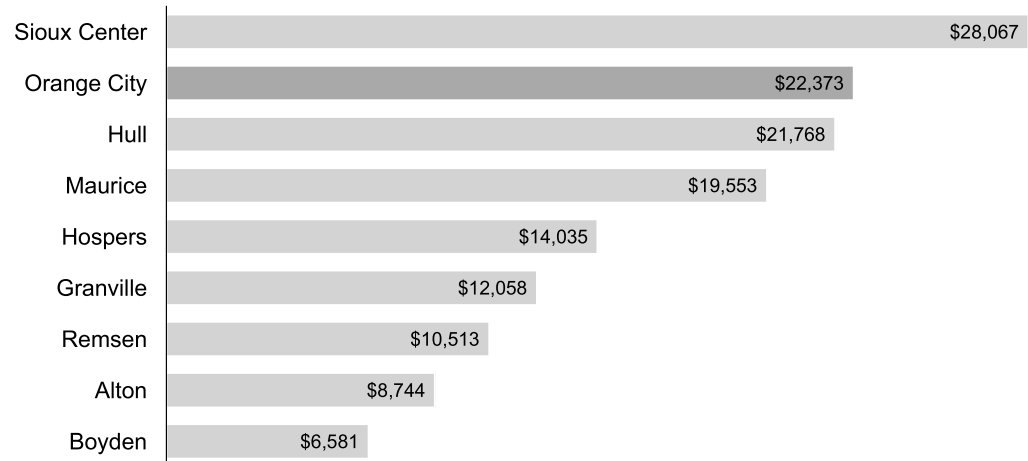


Table 4. Reporting Jurisdictions in Sioux County

Area Name	Population	Total Returns	Sales \$ millions
Sioux County Total	36,246	10,697	611.5
Alton	1,243	482	10.9
Boyden	697	218	4.6
Granville	303	139	3.7
Hawarden	2,644	967	28.8
Hospers	706	234	9.9
Hull	2,432	938	52.9
Ireton	578	281	7.6
Maurice	272	202	5.3
Orange City	6,397	2,051	143.1
Rock Valley	4,045	1,823	103.5
Sioux Center	8,543	3,088	239.8

Values for unincorporated areas and for cities with 10 or fewer sales tax permit-holders are suppressed; however, sales data for those localities are included within the county totals.

Values for any cities marked with an asterisk (*) include neighboring county residents who fall within the city limits; consequently, the sum of values for all cities listed in **Table 6** may exceed reported totals for the county.

Iowa's Retail Sales Tax Reporting

The state of Iowa imposes a six percent tax on the gross receipts from sales of taxable tangible personal property and taxable services.

Retailers file sales tax returns to the Iowa Department of Revenue on a semi monthly, monthly, quarterly, or annual basis depending on their amount of sales.

The Department of Revenue compiles the data from sales tax returns and publishes quarterly and annual retail sales tax reports that provide the primary source of data for this report.

The state's reporting does not include retail transactions that are exempt from the statewide sales tax. Consequently, this report describes only taxable, not total, retail sales. Several types of exempt activity are listed on the following page.

Occasional anomalies may arise in retail sales data reported at the local level. For example, the locations of specific firms may not precisely align with the administrative jurisdictions used for tax reporting purposes. Such discrepancies may result in under statement or over statement of actual local retail sales activity.

When analyzing trends, users should note that changes in Iowa's retail sales tax laws or changes in administrative or accounting practices may affect the comparability of taxable sales data over time.

Other cautions for using taxable sales data to analyze local retail performance are listed at right. Users seeking more detailed information are encouraged to consult the Iowa Department of Revenue's website at <https://tax.iowa.gov>

Cautions and Limitations for Interpreting Reported Sales Data

- **Non Taxable Goods & Services.** Because certain goods and services are exempt from the statewide sales tax, the sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities.
- **E-commerce Sales.** Neither the volume of e-commerce purchases by Iowa residents nor e-commerce sales by Iowa retailers are currently measurable.
- **Large Public Institutions.** The presence of large public institutions such as correctional facilities or universities may distort local sales measures, as their institutional purchases are excluded from taxable sales but their residents are included in local population estimates.
- **Sales or Service Territories.** Sales levels in some cities may be inflated by the administrative presence of firms serving a much larger geographic service territory, such as rural telecommunications and other cable or internet service providers.
- **Non-Disclosure Rules.** To avoid disclosing information traceable to specific firms, the Iowa Department of Revenue only reports data from localities with 10 or more tax returns filed per quarter or 40 returns per year. Sales data for areas below this threshold are grouped into a "remainder of county" value.

Notable Exclusions from Iowa's Retail Sales Tax

The retail data analyzed for this report only capture transactions that are subject to Iowa's statewide sales tax. In general, merchandise goods are taxable unless specifically exempted, whereas services are exempted from the tax unless specifically enumerated by the state.

Following are several types of sales activity that are **not** covered by this report.

Exempt or Excluded Goods. Some of the goods not subject to the sales tax include:

- Certain foods for home consumption
- Prescription drugs and medical devices
- New or used cars and other vehicles, as they are taxed separately under the state's one time registration fee.
- Gasoline, which is subject to a separate fuel tax

Exempt Services. Unlike tangible goods, services are exempt from tax unless specifically enumerated. Many professional services such as medical and legal services are exempt from the sales tax.

Sales to Tax Exempt Organizations. Local and state government entities are exempt from the sales tax. Sales to private nonprofit educational institutions for educational purposes are also exempt. Sales from fund raising activities are exempt from sales tax if the proceeds are used for educational, religious, or charitable purposes.

Internet/Catalog Sales. Prior to 2019, many out of state purchases by Iowa residents were untaxed. Iowa implemented regulatory changes on July 1, 2019, to require collection of sales taxes on residents' purchases from firms without a physical presence in Iowa but who generate \$100,000 or more in gross revenues from Iowa sales.

Sales to Agriculture. Sales tax exemptions for agriculture apply to the purchase of feed, seed, fertilizer, farm machinery and equipment, fuels and utilities, and some services.

Utilities. The state has phased out taxes on sales of metered gas, electricity, and fuel used as energy in residential dwellings, apartment units and condominiums. This phase out was completed by 2006. Specific exemptions for utilities may also apply to certain businesses and industries.

Sales to Manufacturing and Other Industries. The state exempts sales of many goods and services that are used as inputs to industrial processes. Exemptions to manufacturing include purchases of tangible inputs that become an integral part of manufactured goods ultimately sold at retail; fuels, chemicals, and other inputs that are consumed during production processes; industrial machinery, equipment, and some computer equipment; and many services.

The state has created additional exemptions targeted toward specific industries such as wind energy and information technology. See the Iowa Department of Revenue Web site for more detailed information.

More detailed information about Iowa's sales tax is available from the Iowa Department of Revenue at <http://tax.iowa.gov/iowa-sales-and-use-tax-guide>.

Definitions of Retail Measures

Retail Sales. This term refers to the reported sales of goods and services that are subject to Iowa's retail sales tax. Iowa's current sales tax rate is 6 percent.

Fiscal Year. Iowa's annual sales tax reports reflect a July 1 June 30 fiscal year period.

Reporting Firms. This value reflects the average number of tax returns filed each quarter during the year, and it serves as a proxy for the number of local retail firms.

Nominal Sales. Nominal sales are the dollar amounts as reported in the year the transactions actually took place. These values have not been adjusted for inflation.

Real Sales. "Real" dollar values have been standardized to reflect the purchasing power of a dollar in the current fiscal year, thus removing the effects of price inflation.

Sales Per Firm. Per firm sales are calculated by dividing the annual dollar value of sales by the average number of reporting firms in that year.

Sales Per Capita. Per capita (or "per person") sales are calculated by dividing the dollar value of sales by the estimated population for the subject place. No distinctions are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.

Population: Population values in this report describe the estimated, average number of residents during a given fiscal year. The estimates are based on data released annually through the Population Estimates Program, U.S. Census Bureau. The Census Bureau's published estimates, which reflect the population on July 1 st of each year, may differ from the average values appearing in this report.

With each of its annual data releases, the U.S. Census Bureau may revise its estimates from prior years. This report incorporates the most recently available estimates and revisions. As a consequence, population based statistics published in this report may not reconcile with those appearing in earlier retail trade analysis reports. In most cases, the discrepancies are minor.

City to County Assignments: The incorporated territory of many Iowa cities crosses the boundaries of two or more counties. For this report, all cities are assigned to the county that contained the greatest percentage of its population in the 2020 Decennial Census.

Price Deflators: Except where otherwise noted in this report, the dollar values for all retail sales and personal income data have been adjusted for inflation using the Implicit Price Deflator for Personal Consumption Expenditures published by the U.S. Bureau of Economic Analysis.

Frequently Asked Questions

Are business group sales data available at the city or county level? Subject to disclosure limitations to protect the confidentiality of local firms, local data for up to 12 business groups may be available upon request from the Iowa Department of Revenue.

Are the retail sales statistics fully comparable over time? No. Changes to Iowa's statewide sales tax laws have redefined the mix of goods and services comprising taxable sales transactions over time.

Why do historical data in this report differ from previously-published ISU retail reports? The underlying population and income data used in this report are subject to backward revision by the U.S. Census Bureau and sister agencies, meaning that historical data are revised as new information becomes available. Any revisions to population and income estimates may result in re-statement of per capita retail sales, pull factors, and related measures for prior years. This report incorporates the most recently-revised statistics, and no effort is made to reconcile the historical data with prior versions of the ISU Retail Trade Analysis reports.

Data Notes (continued)

Table 5. Peer City Groupings and 2020 Population (page 1 of 3)

Group 1					
Altoona	21,698	Council Bluffs	62,399	North Liberty	21,345
Ames	65,686	Davenport	100,354	Pleasant Hill	11,617
Ankeny	74,458	Des Moines	210,381	Sioux City	85,727
Bettendorf	39,858	Dubuque	58,877	Urbandale	46,729
Cedar Falls	40,737	Grimes	16,362	Waterloo	66,606
Cedar Rapids	135,958	Iowa City	75,678	Waukee	31,645
Clive	19,005	Johnston	24,640	West Des Moines	72,205
Coralville	23,596	Marion	42,213		
Group 2					
Boone	12,416	Le Mars	10,618	Ottumwa	25,252
Burlington	23,565	Marshalltown	27,574	Pella	10,820
Carroll	10,163	Mason City	26,906	Spencer	11,451
Clinton	24,239	Muscatine	23,341	Storm Lake	11,434
Fort Dodge	24,591	Newton	15,645	Waverly	10,561
Fort Madison	10,053	Norwalk	14,873		
Indianola	16,043	Oskaloosa	11,448		
Group 3					
Albia	3,661	Fairfield	9,300	Orange City	6,397
Algona	5,342	Forest City	4,272	Osage	3,537
Atlantic	6,781	Garner	3,035	Osceola	5,568
Bloomfield	2,772	Grinnell	9,473	Postville	2,415
Camanche	4,552	Hampton	4,272	Red Oak	5,461
Centerville	5,344	Harlan	4,891	Rock Rapids	2,706
Chariton	4,280	Hawarden	2,644	Rock Valley	4,045
Charles City	7,228	Humboldt	4,723	Sheldon	5,422
Cherokee	5,167	Independence	6,188	Shenandoah	4,884
Clarinda	5,305	Iowa Falls	5,002	Sibley	2,761
Clarion	2,745	Jefferson	4,100	Sioux Center	8,543
Clear Lake	7,567	Jesup	2,537	Spirit Lake	5,533
Cresco	3,897	Keokuk	9,513	Tama	3,046
Creston	7,392	Knoxville	7,432	Tipton	3,054
Decorah	7,578	Manchester	5,239	Waukon	3,777
Denison	8,114	Maquoketa	6,051	Webster City	7,713
De Witt	5,587	Milford	3,309	West Branch	2,754
Eagle Grove	3,566	Mount Pleasant	8,581	West Burlington	3,161
Eldora	2,589	New Hampton	3,422	West Liberty	3,728
Emmetsburg	3,623	Oelwein	5,791	Williamsburg	3,351
Estherville	5,823	Onawa	2,816	Wilton	2,930
Group 4					
Adel	6,474	Grundy Center	2,806	Polk City	6,303
Anamosa	5,704	Hiawatha	7,219	Robins	3,312
Asbury	6,007	Hudson	2,772	Sergeant Bluff	5,274
Bondurant	8,959	Huxley	4,634	Solon	3,182
Carlisle	4,326	Kalona	2,739	Story City	3,388
Carter Lake	3,759	Le Claire	4,744	Tiffin	6,325
Center Point	2,549	Madrid	2,799	Vinton	4,951
Dyersville	4,557	Missouri Valley	2,656	Washington	7,252
Eldridge	6,846	Monticello	4,056	Windsor Heights	5,067
Evansdale	4,490	Mount Vernon	4,552	Winterset	5,374
Fairfax	2,904	Nevada	6,967		
Glenwood	5,175	Perry	7,984		

Data Notes (continued)

Table 5. Peer City Groupings and 2020 Population (page 2 of 3)

Group 5A									
Ackley	1,538	Earlville	717	Guttenberg	1,808	Marengo	2,404	Shelby	728
Adair	781	Edgewood	910	Hamburg	868	Mechanicsville	992	Shell Rock	1,272
Afton	863	Elgin	674	Hazleton	710	Melbourne	768	Sidney	1,039
Akron	1,542	Elkader	1,197	Hedrick	722	Melcher-Dallas	1,184	Sigourney	1,985
Alden	738	Elk Horn	631	Hinton	955	Merrill	710	Stanton	676
Allison	942	Ellsworth	492	Holstein	1,475	Monona	1,465	Stanwood	620
Alton	1,243	Elma	490	Hopkinton	624	Montezuma	1,432	State Center	1,392
Anita	965	Essex	717	Hospers	706	Morning Sun	693	Stratford	682
Aplington	1,089	Fairbank	1,128	Hubbard	837	Murray	624	Strawberry Pt.	1,147
Battle Creek	685	Fayette	1,240	Hull	2,432	Nashua	1,503	Tabor	984
Bellevue	2,320	Fontanelle	670	Ida Grove	1,990	New Hartford	556	Toledo	2,383
Boyden	697	Fredericksburg	976	Inwood	957	New London	1,870	Traer	1,549
Brooklyn	1,464	Fruitland	930	Ireton	578	North English	1,035	Victor	852
Clarence	1,004	Garnavillo	751	Jewell Junction	1,183	Parkersburg	1,983	Villisca	1,113
Clarksville	1,243	George	1,103	Keota	893	Pleasantville	1,690	Wapello	2,013
Clermont	571	Gilman	532	Kingsley	1,391	Preston	938	Wayland	947
Columbus Jct.	1,771	Gladbrook	781	Lansing	954	Quasqueton	591	West Union	2,432
Delmar	542	Grand Junction	708	Larchwood	950	Radcliffe	540	What Cheer	597
Doon	642	Grand Mound	610	Le Grand	894	Remsen	1,682	Wheatland	763
Dumont	618	Greene	977	Lowden	778	Richland	540	Whiting	727
Durant	1,815	Greenfield	2,033	McGregor	725	Sabula	493	Winfield	1,014
Dysart	1,261	Griswold	991	Mapleton	1,124	Scranton	492	Winthrop	818
Group 5N									
Agency	614	Corydon	1,537	Kanawha	639	Moulton	599	Ruthven	712
Albert City	626	Dakota City	756	Keosauqua	945	Mount Ayr	1,626	Sac City	2,019
Alta	2,018	Danville	908	Lake City	1,670	Newell	847	St. Ansgar	1,160
Arcadia	578	Dayton	759	Lake Mills	2,115	New Sharon	1,247	Sanborn	1,444
Armstrong	856	Donnellson	866	Lake Park	1,158	Nora Springs	1,348	Schaller	717
Arnolds Park	1,185	Dows	509	Lakeside	686	Northwood	2,048	Schleswig	803
Audubon	1,999	Early	581	Lake View	1,138	Odebolt	985	Seymour	639
Aurelia	970	Eddyville	958	Lamoni	1,974	Okoboji	737	Sheffield	1,107
Badger	532	Eldon	777	Laurens	1,249	Orleans	508	Sioux Rapids	718
Bancroft	680	Everly	572	Lenox	1,372	Ossian	783	Sutherland	625
Bedford	1,503	Exira	763	Leon	1,817	Paullina	968	Swea City	547
Belmond	2,399	Farmington	589	Manilla	742	Pocahontas	1,842	Titonka	487
Breda	494	Fonda	633	Manly	1,231	Pomeroy	520	Ventura	697
Britt	2,004	Fremont	685	Manning	1,416	Primghar	884	Wall Lake	748
Buffalo Center	847	Glidden	1,150	Manson	1,656	Riceville	804	West Bend	775
Calmar	1,097	Goldfield	614	Marcus	1,060	Rockford	741	West Point	909
Charter Oak	511	Gowrie	935	Mediapolis	1,664	Rockwell	1,044		
Coon Rapids	1,268	Graettinger	813	Montrose	727	Rockwell City	2,195		
Corning	1,491	Hartley	1,570	Moravia	626	Rolfe	503		

Data Notes (continued)

Table 5. Peer City Groupings and 2020 Population (page 3 of 3)

Group 6					
Ainsworth, 513	Colo, 842	Gilbert, 1,331	Milo, 761	Readlyn, 860	Truro, 522
Alburnett, 667	Conrad, 1,095	Gilbertville, 791	Minden, 591	Redfield, 719	Underwood, 959
Anthon, 531	Correctionville, 746	Granger, 2,038	Mitchellville, 2,617	Reinbeck, 1,665	University Hts., 1,187
Atkins, 2,140	Crescent, 624	Guthrie Center, 1,579	Monroe, 2,010	Riverside, 1,046	Urbana, 1,627
Avoca, 1,678	Dallas Center, 1,966	Hartford, 725	Moville, 1,690	Roland, 1,354	Van Horne, 769
Baxter, 976	Denver, 1,946	Hills, 910	Neola, 906	St. Charles, 643	Van Meter, 1,725
Belle Plaine, 2,340	De Soto, 933	Janesville, 1,051	Newhall, 888	Shellsburg, 989	Walcott, 1,549
Blairtown, 704	Dexter, 629	Kellogg, 596	Oakland, 1,518	Shueyville, 723	Walford, 1,355
Blue Grass, 1,686	Dike, 1,298	Keystone, 621	Ogden, 1,963	Slater, 1,600	Walker, 668
Brighton, 589	Dunkerton, 832	La Porte City, 2,259	Olin, 655	Sloan, 1,058	Walnut, 725
Buffalo, 1,164	Dunlap, 1,035	Lawton, 938	Oxford, 710	Springville, 1,148	Wellman, 1,516
Cambridge, 828	Earlham, 1,413	Lisbon, 2,208	Palo, 1,505	Stuart, 1,855	Wellsburg, 716
Carson, 766	Elkhart, 1,041	Logan, 1,354	Panora, 1,083	Sully, 885	Woodbine, 1,718
Cascade, 2,385	Elk Run Heights, 1,055	Lone Tree, 1,336	Peosta, 2,122	Sumner, 2,031	Woodward, 1,363
Central City, 1,241	Ely, 2,335	Long Grove, 844	Prairie City, 1,712	Swisher, 904	Wyoming, 527
Coggon, 686	Epworth, 2,024	Malvern, 1,051	Princeton, 916	Treynor, 1,095	Zearing, 503
Colfax, 2,262	Farley, 1,722	Maxwell, 854	Raymond, 748	Tripoli, 1,202	
Group 7					
Albion, 441	Collins, 496	Gilmore City, 478	Livermore, 375	Mondamin, 337	Salem, 386
Alleman, 434	Columbus City, 378	Grandview, 429	Lohrville, 370	Mystic, 321	Salix, 299
Allerton, 432	Conesville, 346	Granville, 303	Lorimor, 376	New Albin, 431	Sheldahl, 311
Andrew, 375	Corwith, 260	Harcourt, 255	Lost Nation, 423	New Market, 387	Spillville, 372
Arlington, 418	Crawfordsville, 278	Harpers Ferry, 270	Lovilia, 460	New Vienna, 380	Stacyville, 437
Ashton, 432	Crystal Lake, 244	Hawkeye, 429	Low Moor, 241	New Virginia, 493	Stanhope, 353
Atalissa, 287	Cumberland, 250	Holland, 266	Luana, 304	Nichols, 328	Steamboat Rock, 261
Auburn, 258	Cumming, 501	Holy Cross, 348	Lu Verne, 248	Norway, 465	Stockport, 275
Batavia, 424	Danbury, 311	Hornick, 251	Lynnville, 383	Ocheyedan, 421	Templeton, 341
Bayard, 404	Delhi, 432	Humeston, 470	Lytton, 274	Orient, 356	Terril, 316
Beacon, 431	Deloit, 242	Irwin, 320	McCallsburg, 354	Otho, 411	Thompson, 489
Bennett, 335	Delta, 258	Kelley, 308	McCausland, 311	Oxford Jct., 424	Thornton, 393
Bertram, 267	Diagonal, 338	Kensett, 255	Macedonia, 263	Persia, 293	Union, 381
Birmingham, 372	Donahue, 336	Kimballton, 282	Maharishi Vedic City, 296	Peterson, 319	University Park, 475
Blakesburg, 269	Dow City, 467	Kiron, 257	Malcom, 261	Pierson, 331	Ute, 330
Bode, 301	Duncombe, 370	Klemme, 430	Mallard, 255	Plainfield, 394	Vail, 376
Bonaparte, 361	Earling, 393	Lacona, 334	Marble Rock, 262	Plymouth, 369	Wahpeton, 341
Brandon, 333	Elliott, 331	Lakota, 261	Marquette, 432	Protivin, 260	Wesley, 380
Bronson, 294	Emerson, 399	Lamont, 432	Martensdale, 411	Pulaski, 261	West Okoboji, 308
Burt, 405	Farmersburg, 266	Latimer, 471	Massena, 355	Rhodes, 270	Westside, 277
Bussey, 374	Farnhamville, 370	Lawler, 394	Maurice, 272	Ridgeway, 265	Whittemore, 479
Calamus, 350	Farragut, 478	Lehigh, 391	Maynard, 468	Ringsted, 354	Williams, 298
Callender, 359	Fenton, 253	Lester, 309	Menlo, 343	Riverdale, 377	Worthington, 372
Casey, 385	Fertile, 299	Letts, 354	Middletown, 364	Rowley, 266	Yale, 264
Charlotte, 389	Floyd, 305	Lewis, 362	Miles, 402	Royal, 380	
Churdan, 357	Fort Atkinson, 301	Libertyville, 271	Milton, 397	Rudd, 348	
Cincinnati, 283	Galva, 417	Lime Springs, 467	Minburn, 317	Runnells, 451	
Clearfield, 282	Garrison, 344	Liscomb, 291	Mingo, 313	Russell, 474	
Colesburg, 383	Garwin, 472	Little Rock, 444	Modale, 280	Ryan, 346	

Data Notes (continued)

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Find these retail reports and other
economic and demographic profiles
of Iowa's communities online at:

[https://indicators.extension.iastate.edu/
Indicators/Retail](https://indicators.extension.iastate.edu/Indicators/Retail)

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