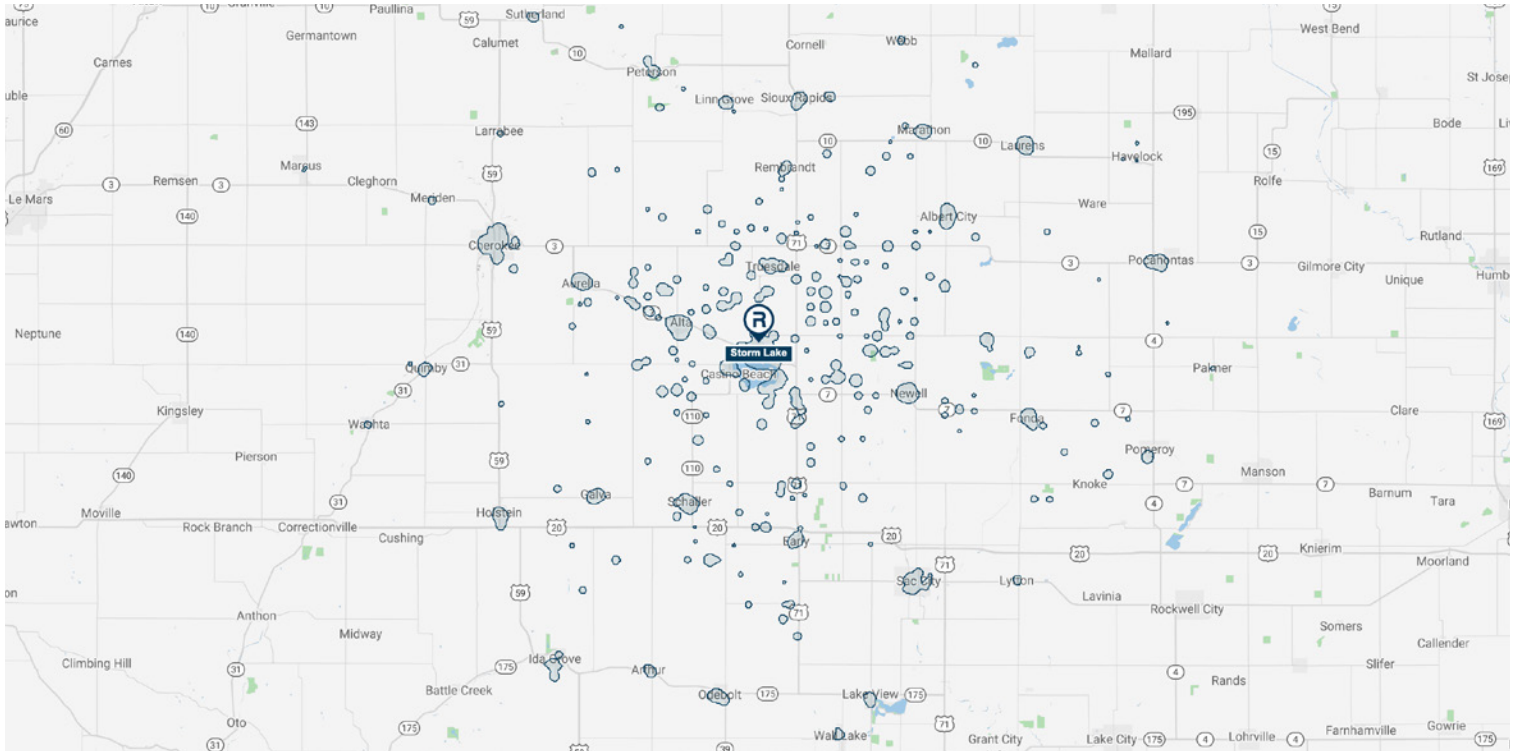


# Primary Retail Trade Area • Retail Market Profile

## Storm Lake, Iowa



### Population

2020	39,629
2023	39,387
2028	39,366

### Age

0 - 9 Years	13.44%
10 - 17 Years	11.01%
18 - 24 Years	9.19%
25 - 34 Years	10.86%
35 - 44 Years	11.74%
45 - 54 Years	9.77%
55 - 64 Years	12.33%
65 and Older	21.65%
Median Age	39.64
Average Age	40.91

### Educational Attainment (%)

Graduate or Professional Degree	5.64%
Bachelors Degree	13.75%
Associate Degree	11.29%
Some College	20.40%
High School Graduate (GED)	34.41%
Some High School, No Degree	7.93%
Less than 9th Grade	6.58%

### Race Distribution (%)

White	73.47%
Black/African American	1.82%
American Indian/Alaskan	0.43%
Asian	5.76%
Native Hawaiian/Islander	2.39%
Other Race	8.29%
Two or More Races	7.84%
Hispanic	17.64%

### Income

Average HH	\$79,469
Median HH	\$61,944
Per Capita	\$32,873



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Storm Lake, Iowa

