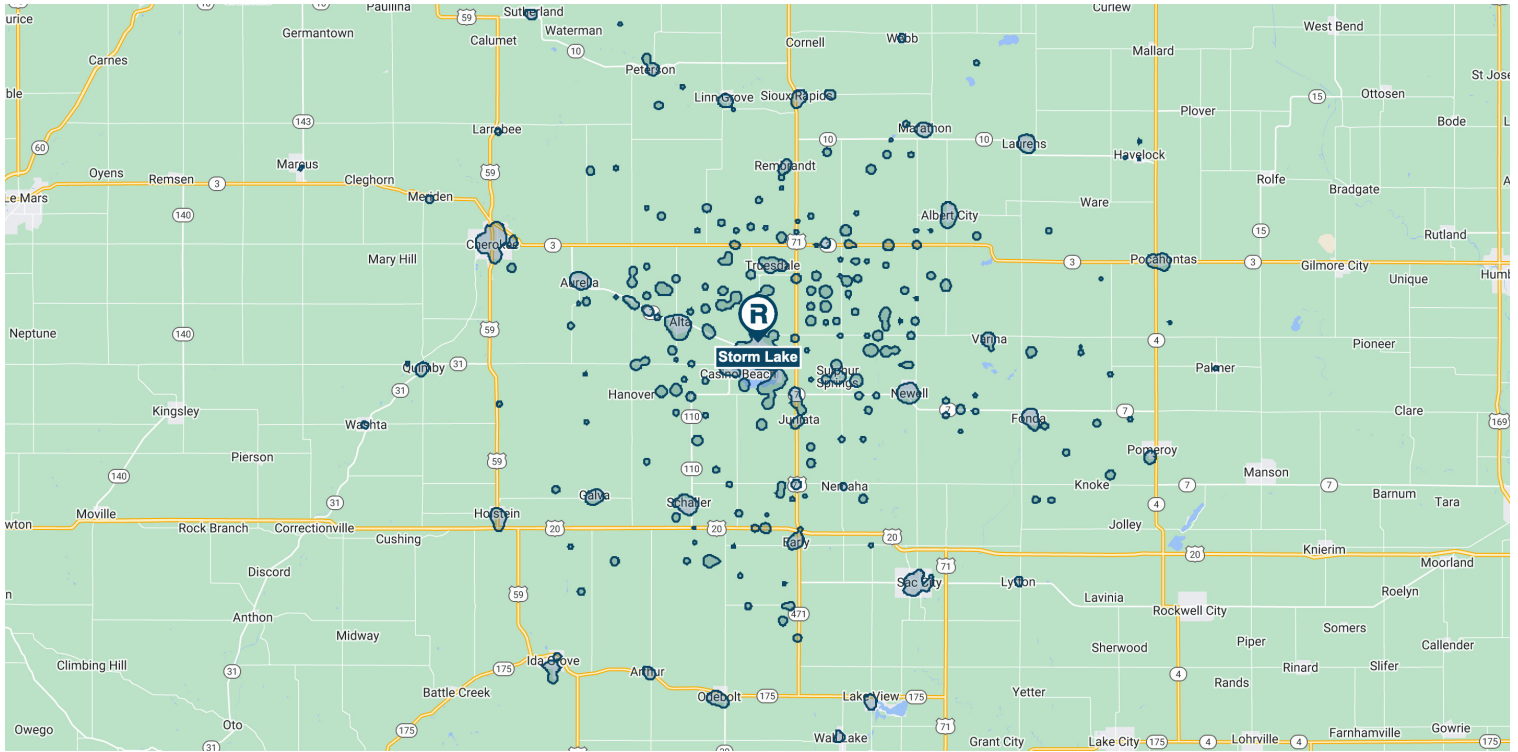# Primary Retail Trade Area Demographic Profile

STORM LAKE, IOWA

Prepared for City of Storm Lake
April 2024

Primary Retail Trade Area • Demographic Snapshot

Storm Lake, Iowa

Population

2020	39,540
2024	39,062
2029	39,072

Educational Attainment (%)

Graduate or Professional Degree	5.81%
Bachelors Degree	14.56%
Associate Degree	12.09%
Some College	19.14%
High School Graduate (or GED)	35.42%
Some High School, No Degree	7.12%
Less than 9th Grade	5.84%

Income

Average HH	$85,948
Median HH	$64,766
Per Capita	$35,510

Age

0 - 9 Years	12.67%
10 - 17 Years	10.77%
18 - 24 Years	9.64%
25 - 34 Years	10.98%
35 - 44 Years	11.71%
45 - 54 Years	9.96%
55 - 64 Years	12.08%
65 and Older	22.20%
Median Age	40.02
Average Age	41.29

Race Distribution (%)

White	73.44%
Black/African American	2.35%
American Indian/ Alaskan	0.50%
Asian	4.80%
Native Hawaiian/ Islander	2.59%
Other Race	8.47%
Two or More Races	7.85%
Hispanic	18.16%

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Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
Population		
2029 Projection	39,072	
2024 Estimate	39,062	
2020 Census	39,540	
2010 Census	38,101	
Growth 2024 - 2029		0.03%
Growth 2020 - 2024		-1.20%
Growth 2010 - 2020		3.78%
2024 Est. Population by Single-Classification Race	**39,062**	
White Alone	28,687	73.44%
Black or African American Alone	919	2.35%
Amer. Indian and Alaska Native Alone	195	0.50%
Asian Alone	1,877	4.80%
Native Hawaiian and Other Pacific Island Alone	1,010	2.59%
Some Other Race Alone	3,309	8.47%
Two or More Races	3,065	7.85%
2024 Est. Population by Hispanic or Latino Origin	**39,062**	
Not Hispanic or Latino	31,969	81.84%
Hispanic or Latino	7,093	18.16%
Mexican	5,337	75.24%
Puerto Rican	38	0.54%
Cuban	210	2.96%
All Other Hispanic or Latino	1,508	21.26%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**7,093**	
White Alone	1,545	21.78%
Black or African American Alone	35	0.49%
American Indian and Alaska Native Alone	120	1.69%
Asian Alone	20	0.28%
Native Hawaiian and Other Pacific Islander Alone	8	0.11%
Some Other Race Alone	3,195	45.04%
Two or More Races	2,169	30.58%
2024 Est. Pop by Race, Asian Alone, by Category	**1,877**	
Chinese, except Taiwanese	18	0.96%
Filipino	17	0.91%
Japanese	4	0.21%
Asian Indian	0	0.00%
Korean	93	4.96%
Vietnamese	81	4.32%
Cambodian	0	0.00%
Hmong	746	39.74%
Laotian	461	24.56%
Thai	77	4.10%
All Other Asian Races Including 2+ Category	381	20.30%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**39,062**	
Arab	22	0.06%
Czech	386	0.99%
Danish	656	1.68%
Dutch	793	2.03%
English	2,027	5.19%
French (except Basque)	412	1.05%
French Canadian	59	0.15%
German	10,798	27.64%
Greek	41	0.11%
Hungarian	1	0.00%
Irish	3,018	7.73%
Italian	259	0.66%
Lithuanian	4	0.01%
United States or American	1,016	2.60%
Norwegian	1,088	2.79%
Polish	182	0.47%
Portuguese	16	0.04%
Russian	50	0.13%
Scottish	367	0.94%
Scotch-Irish	106	0.27%
Slovak	0	0.00%
Subsaharan African	211	0.54%
Swedish	1,345	3.44%
Swiss	75	0.19%
Ukrainian	43	0.11%
Welsh	174	0.45%
West Indian (except Hisp. groups)	16	0.04%
Other ancestries	8,115	20.77%
Ancestry Unclassified	7,783	19.92%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	29,715	81.14%
Speak Asian/Pacific Island Language at Home	1,647	4.50%
Speak IndoEuropean Language at Home	222	0.61%
Speak Spanish at Home	4,802	13.11%
Speak Other Language at Home	233	0.64%

Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2024 Est. Population by Age	**39,062**	
Age 0 - 4	2,442	6.25%
Age 5 - 9	2,507	6.42%
Age 10 - 14	2,606	6.67%
Age 15 - 17	1,602	4.10%
Age 18 - 20	1,878	4.81%
Age 21 - 24	1,886	4.83%
Age 25 - 34	4,290	10.98%
Age 35 - 44	4,574	11.71%
Age 45 - 54	3,890	9.96%
Age 55 - 64	4,717	12.08%
Age 65 - 74	4,659	11.93%
Age 75 - 84	2,510	6.43%
Age 85 and over	1,501	3.84%
Age 16 and over	30,975	79.30%
Age 18 and over	29,905	76.56%
Age 21 and over	28,027	71.75%
Age 65 and over	8,671	22.20%
2024 Est. Median Age		40.02
2024 Est. Average Age		41.29
2024 Est. Population by Sex	**39,062**	
Male	19,436	49.76%
Female	19,626	50.24%
2024 Est. Male Population by Age	**19,436**	
Age 0 - 4	1,248	6.42%
Age 5 - 9	1,253	6.45%
Age 10 - 14	1,340	6.89%
Age 15 - 17	822	4.23%
Age 18 - 20	979	5.04%
Age 21 - 24	975	5.02%
Age 25 - 34	2,218	11.41%
Age 35 - 44	2,379	12.24%
Age 45 - 54	1,990	10.24%
Age 55 - 64	2,382	12.26%
Age 65 - 74	2,281	11.74%
Age 75 - 84	1,089	5.60%
Age 85 and over	481	2.48%
2024 Est. Median Age, Male		38.69
2024 Est. Average Age, Male		40.10
2024 Est. Female Population by Age	**19,626**	
Age 0 - 4	1,194	6.08%
Age 5 - 9	1,254	6.39%
Age 10 - 14	1,266	6.45%
Age 15 - 17	780	3.97%
Age 18 - 20	900	4.59%
Age 21 - 24	910	4.64%
Age 25 - 34	2,072	10.56%
Age 35 - 44	2,195	11.18%
Age 45 - 54	1,900	9.68%
Age 55 - 64	2,335	11.90%
Age 65 - 74	2,378	12.12%
Age 75 - 84	1,421	7.24%
Age 85 and over	1,020	5.20%
2024 Est. Median Age, Female		41.47
2024 Est. Average Age, Female		42.41

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,186	29.16%
Males, Never Married	5,078	16.12%
Females, Never Married	4,109	13.04%
Married, Spouse present	14,922	47.36%
Married, Spouse absent	1,305	4.14%
Widowed	2,587	8.21%
Males Widowed	575	1.82%
Females Widowed	2,012	6.39%
Divorced	3,508	11.13%
Males Divorced	1,858	5.90%
Females Divorced	1,650	5.24%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,528	5.84%
Some High School, no diploma	1,862	7.12%
High School Graduate (or GED)	9,260	35.42%
Some College, no degree	5,004	19.14%
Associate Degree	3,161	12.09%
Bachelor's Degree	3,807	14.56%
Master's Degree	1,033	3.95%
Professional School Degree	258	0.99%
Doctorate Degree	228	0.87%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,850	50.85%
High School Graduate	880	24.19%
Some College or Associate's Degree	664	18.25%
Bachelor's Degree or Higher	244	6.71%
Households		
2029 Projection	15,460	
2024 Estimate	15,534	
2020 Census	15,838	
2010 Census	15,571	
Growth 2024 - 2029		-0.47%
Growth 2020 - 2024		-1.91%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**15,534**	
Family Households	9,746	62.74%
Nonfamily Households	5,788	37.26%
2024 Est. Group Quarters Population	1,464	
2024 Households by Ethnicity, Hispanic/Latino	1,965	

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Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**15,534**	
Income < $15,000	999	6.43%
Income $15,000 - $24,999	1,407	9.06%
Income $25,000 - $34,999	1,197	7.71%
Income $35,000 - $49,999	2,031	13.08%
Income $50,000 - $74,999	3,432	22.09%
Income $75,000 - $99,999	1,949	12.55%
Income $100,000 - $124,999	1,451	9.34%
Income $125,000 - $149,999	998	6.42%
Income $150,000 - $199,999	1,037	6.68%
Income $200,000 - $249,999	575	3.70%
Income $250,000 - $499,999	339	2.18%
Income $500,000+	120	0.77%
2024 Est. Average Household Income		$85,948
2024 Est. Median Household Income		$64,766
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$67,707
Black or African American Alone		$64,408
American Indian and Alaska Native Alone		$52,688
Asian Alone		$69,007
Native Hawaiian and Other Pacific Islander Alone		$200,000
Some Other Race Alone		$41,566
Two or More Races		$53,373
Hispanic or Latino		$56,445
Not Hispanic or Latino		$66,123
2024 Est. HH by Type and Presence of Own Child.	**15,534**	
Family Households with Children	3,818	24.58%
Family Households without Children	11,716	75.42%
Married-Couple Families	**7,135**	**45.93%**
Married-Couple Family, own children	2,667	17.17%
Married-Couple Family, no own children	4,468	28.76%
Cohabitating-Couple Families	**1,325**	**8.53%**
Cohabitating-Couple Family, own children	445	2.87%
Cohabitating-Couple Family, no own children	880	5.66%
Male Householder Families	**3,205**	**20.63%**
Male Householder, own children	133	0.86%
Male Householder, no own children	213	1.37%
Male Householder, only Nonrelatives	157	1.01%
Male Householder, Living Alone	2,703	17.40%
Female Householder Families	**3,869**	**24.91%**
Female Householder, own children	573	3.69%
Female Householder, no own children	259	1.67%
Female Householder, only Nonrelatives	155	1.00%
Female Householder, Living Alone	2,883	18.56%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**15,534**	
1-person	4,805	30.93%
2-person	5,584	35.95%
3-person	1,672	10.76%
4-person	1,639	10.55%
5-person	1,069	6.88%
6-person	446	2.87%
7-or-more-person	317	2.04%
2024 Est. Average Household Size		2.43
2024 Est. Households by Number of Vehicles	**15,534**	
No Vehicles	896	5.77%
1 Vehicle	4,629	29.80%
2 Vehicles	5,607	36.10%
3 Vehicles	2,933	18.88%
4 Vehicles	925	5.96%
5 or more Vehicles	543	3.50%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	9,701	
2024 Estimate	9,746	
2020 Estimate	9,960	
2010 Census	9,811	
Growth 2024 - 2029		-0.45%
Growth 2020 - 2024		-2.14%
Growth 2010 - 2020		1.52%
2024 Est. Families by Poverty Status	**9,746**	
2024 Families at or Above Poverty	9,097	93.34%
2024 Families at or Above Poverty with Children	3,942	40.45%
2024 Families Below Poverty	650	6.67%
2024 Families Below Poverty with Children	522	5.36%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	19,368	62.53%
Civilian Labor Force, Unemployed	935	3.02%
Armed Forces	2	0.01%
Not in Labor Force	10,669	34.44%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	13,093	66.96%
Non-Profit Private Workers	1,594	8.15%
Local Government Workers	144	0.74%
State Government Workers	832	4.25%
Federal Government Workers	1,634	8.36%
Self-Employed Workers	2,202	11.26%
Unpaid Family Workers	53	0.27%

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Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	135	0.69%
Arts/Entertainment/Sports	233	1.19%
Building Grounds Maintenance	741	3.79%
Business/Financial Operations	431	2.20%
Community/Social Services	232	1.19%
Computer/Mathematical	111	0.57%
Construction/Extraction	887	4.54%
Education/Training/Library	1,188	6.08%
Farming/Fishing/Forestry	380	1.94%
Food Prep/Serving	871	4.45%
Health Practitioner/Technician	993	5.08%
Healthcare Support	465	2.38%
Maintenance Repair	838	4.29%
Legal	119	0.61%
Life/Physical/Social Science	88	0.45%
Management	1,866	9.54%
Office/Admin. Support	1,778	9.09%
Production	3,065	15.68%
Protective Services	262	1.34%
Sales/Related	1,931	9.88%
Personal Care/Service	508	2.60%
Transportation/Moving	2,432	12.44%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	9,104	46.56%
Blue Collar	7,222	36.94%
Service and Farm	3,227	16.50%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	14,398	74.43%
Car Pooled	2,447	12.65%
Public Transportation	43	0.22%
Walked	918	4.75%
Bicycle	53	0.27%
Other Means	115	0.60%
Worked at Home	1,370	7.08%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,022	
15 - 29 Minutes	4,033	
30 - 44 Minutes	2,009	
45 - 59 Minutes	517	
60 or more Minutes	724	
2024 Est. Avg Travel Time to Work in Minutes		18
2024 Est. Occupied Housing Units by Tenure	**15,534**	
Owner Occupied	11,157	71.82%
Renter Occupied	4,376	28.17%
2024 Owner Occ. HUs: Avg. Length of Residence		18.89[†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.71[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**11,157**	
Value Less than $20,000	392	3.51%
Value $20,000 - $39,999	496	4.45%
Value $40,000 - $59,999	687	6.16%
Value $60,000 - $79,999	1,164	10.43%
Value $80,000 - $99,999	997	8.94%
Value $100,000 - $149,999	2,447	21.93%
Value $150,000 - $199,999	1,634	14.65%
Value $200,000 - $299,999	1,973	17.68%
Value $300,000 - $399,999	621	5.57%
Value $400,000 - $499,999	331	2.97%
Value $500,000 - $749,999	258	2.31%
Value $750,000 - $999,999	108	0.97%
Value $1,000,000 or $1,499,999	24	0.22%
Value $1,500,000 or $1,999,999	5	0.04%
Value $2,000,000+	22	0.20%
2024 Est. Median All Owner-Occupied Housing Value		$136,503
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	14,173	80.12%
1 Unit Attached	233	1.32%
2 Units	593	3.35%
3 or 4 Units	745	4.21%
5 to 19 Units	1,032	5.83%
20 to 49 Units	622	3.52%
50 or More Units	10	0.06%
Mobile Home or Trailer	283	1.60%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	64	0.36%
Housing Units Built 2010 to 2019	574	3.25%
Housing Units Built 2000 to 2009	559	3.16%
Housing Units Built 1990 to 1999	1,026	5.80%
Housing Units Built 1980 to 1989	1,252	7.08%
Housing Units Built 1970 to 1979	2,747	15.53%
Housing Units Built 1960 to 1969	2,215	12.52%
Housing Units Built 1950 to 1959	2,347	13.27%
Housing Units Built 1940 to 1949	1,259	7.12%
Housing Unit Built 1939 or Earlier	5,648	31.93%
2024 Est. Median Year Structure Built		1958

[†] Years

The Retail Coach®

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer. com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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