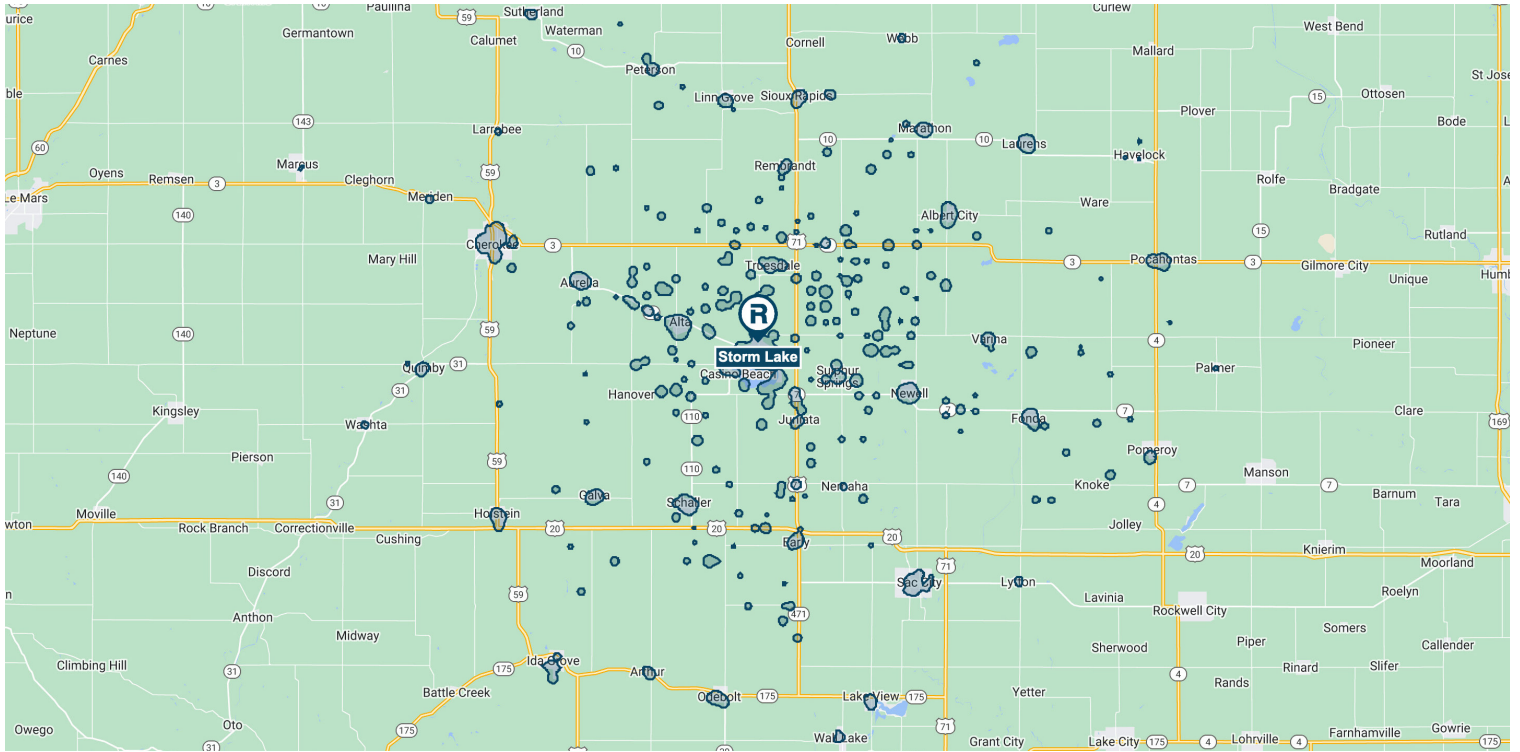


Primary Retail Trade Area • Retail Market Profile

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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