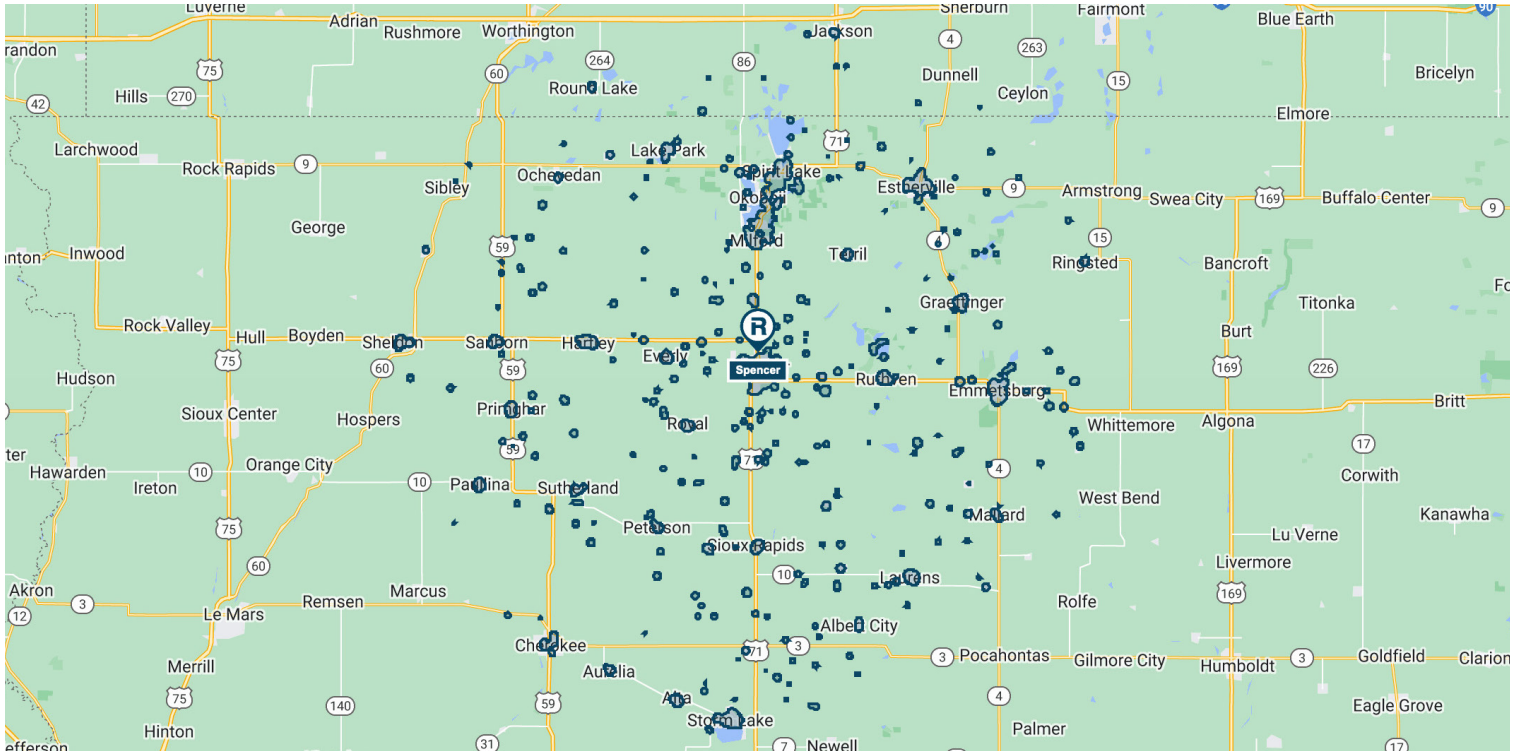


# Primary Retail Trade Area • Retail Market Profile

Spencer, Iowa



## Population

2020	72,034	0 - 9 Years	11.92%
2024	72,011	10 - 17 Years	10.30%
2029	72,737	18 - 24 Years	9.34%

## Educational Attainment (%)

Graduate or Professional Degree	6.23%	25 - 34 Years	10.67%
Bachelors Degree	16.42%	35 - 44 Years	11.65%
Associate Degree	13.53%	45 - 54 Years	10.33%
Some College	21.51%	55 - 64 Years	11.90%
High School Graduate (or GED)	32.80%	65 and Older	23.89%

Some High School, No Degree	5.71%
Less than 9th Grade	3.80%

## Income

Average HH	\$84,194
Median HH	\$64,702
Per Capita	\$36,408

## Age

Median Age	41.62
Average Age	42.39

## Race Distribution (%)

White	82.00%
Black/African American	1.74%
American Indian/Alaskan	0.48%
Asian	2.78%
Native Hawaiian/Islander	1.10%
Other Race	5.36%
Two or More Races	6.53%
Hispanic	12.22%



# CITY of SPENCER

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# Primary Retail Trade Area • Retail Market Profile

Spencer, Iowa

