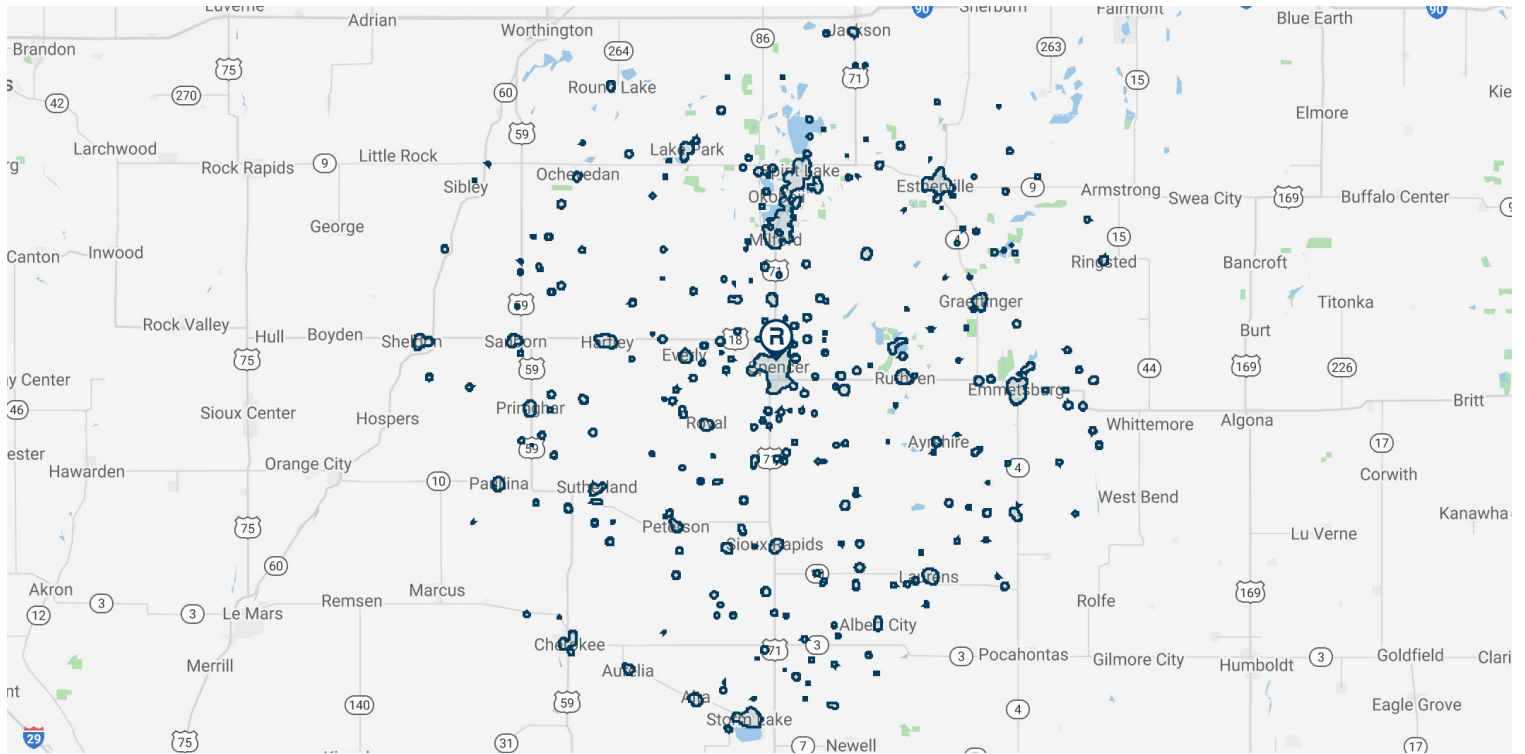


Primary Retail Trade Area • Retail Market Profile

Spencer, Iowa



Population

2020	72,131	0 - 9 Years	12.37%
2023	72,081	10 - 17 Years	10.41%
2028	72,447	18 - 24 Years	8.83%

Educational Attainment (%)

Graduate or Professional Degree	6.43%	25 - 34 Years	10.87%
Bachelors Degree	16.45%	35 - 44 Years	11.92%
Associate Degree	12.49%	45 - 54 Years	10.20%
Some College	22.44%	55 - 64 Years	12.52%
High School Graduate (GED)	32.04%	65 and Older	22.86%
Some High School, No Degree	5.80%	Median Age	41.24
Less than 9th Grade	4.36%	Average Age	42.00

Income

Average HH	\$78,891
Median HH	\$61,406
Per Capita	\$34,118

Age

0 - 9 Years	12.37%
10 - 17 Years	10.41%
18 - 24 Years	8.83%
25 - 34 Years	10.87%
35 - 44 Years	11.92%
45 - 54 Years	10.20%
55 - 64 Years	12.52%
65 and Older	22.86%
Median Age	41.24
Average Age	42.00

Race Distribution (%)

White	81.98%
Black/African American	1.61%
American Indian/Alaskan	0.45%
Asian	3.33%
Native Hawaiian/Islander	0.93%
Other Race	5.27%
Two or More Races	6.42%
Hispanic	11.89%



**CITY of
SPENCER**

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City of Spencer
City Manager

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Primary Retail Trade Area • Retail Market Profile

Spencer, Iowa

