TheRetailCoach®

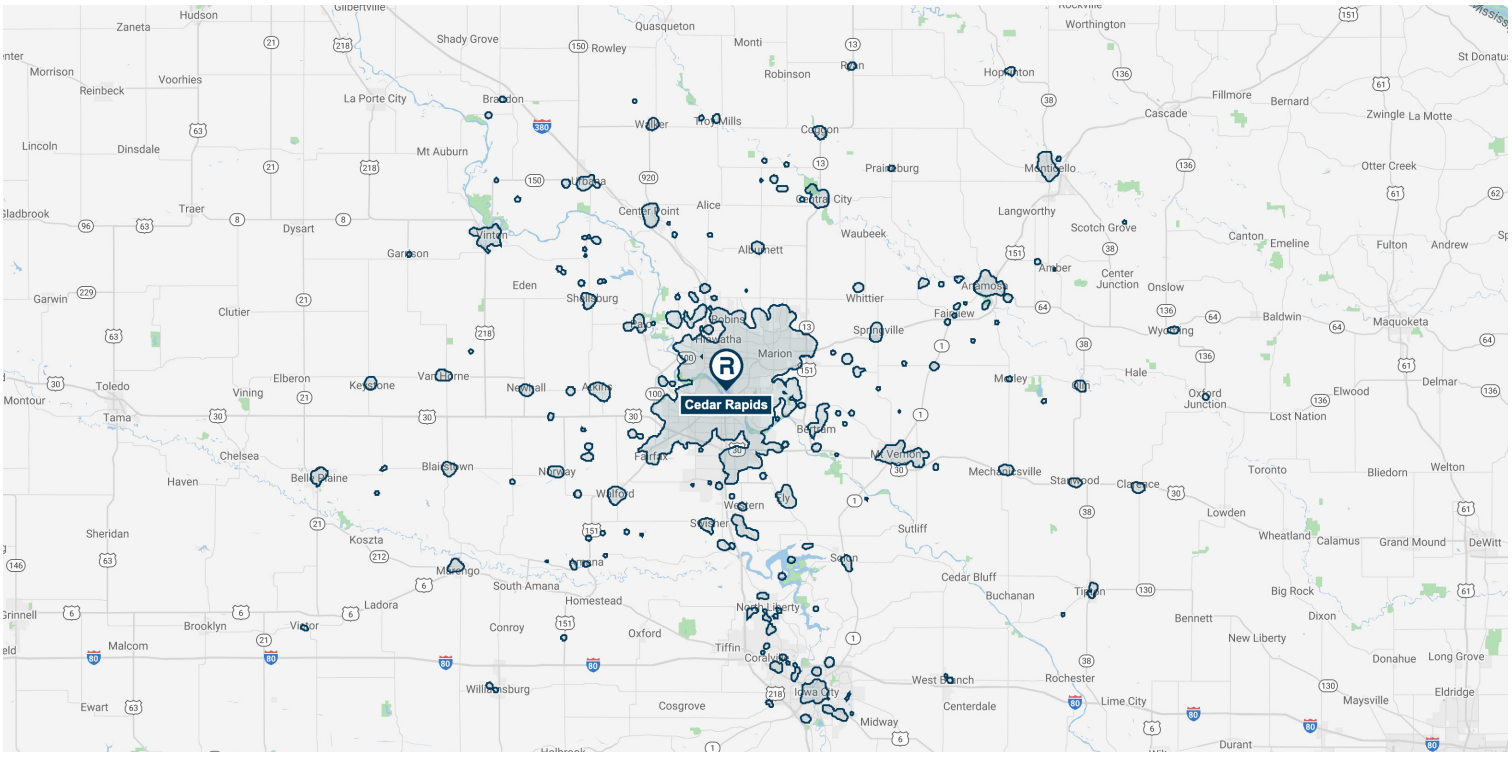
Retail Trade Area Demographic Profile

CEDAR RAPIDS, IOWA

Prepared for City of Cedar Rapids
April 2023

Retail Trade Area • Demographic Snapshot

Cedar Rapids, Iowa



Population

2020	311,915
2023	314,642
2028	322,237

Educational Attainment (%)

Graduate or Professional Degree	11.11%
Bachelors Degree	22.31%
Associate Degree	12.59%
Some College	20.39%
High School Graduate (GED)	27.79%
Some High School, No Degree	4.09%
Less than 9th Grade	1.72%

Income

Average HH	$85,486
Median HH	$64,438
Per Capita	$36,737

Age

0 - 9 Years	11.43%
10 - 17 Years	9.80%
18 - 24 Years	13.45%
25 - 34 Years	12.95%
35 - 44 Years	13.06%
45 - 54 Years	11.19%
55 - 64 Years	11.41%
65 and Older	16.71%
Median Age	36.79
Average Age	38.94

Race Distribution (%)

White	79.82%
Black/African American	8.40%
American Indian/Alaskan	0.28%
Asian	2.93%
Native Hawaiian/Islander	0.26%
Other Race	1.83%
Two or More Races	6.50%
Hispanic	4.88%

CEDAR RAPIDS
City of Five Seasons®

David Connolly, AICP
City of Cedar Rapids
Senior Economic Development Specialist

101 1st Street SE
Cedar Rapids, Iowa 52401

Phone 319.389.1476
D.Connolly@Cedar-Rapids.org
www.Cedar-Rapids.org

Kyle Cofer
The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.319.7144
KyleCofer@TheRetailCoach.net
www.TheRetailCoach.net

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DESCRIPTION	DATA	%
Population		
2028 Projection	322,237	
2023 Estimate	314,642	
2020 Census	311,915	
2010 Census	280,479	
Growth 2023 - 2028		2.41%
Growth 2020 - 2023		0.87%
Growth 2010 - 2020		11.21%
2023 Est. Population by Single-Classification Race	**314,642**	
White Alone	251,149	79.82%
Black or African American Alone	26,419	8.40%
Amer. Indian and Alaska Native Alone	865	0.28%
Asian Alone	9,210	2.93%
Native Hawaiian and Other Pacific Island Alone	801	0.26%
Some Other Race Alone	5,747	1.83%
Two or More Races	20,451	6.50%
2023 Est. Population by Hispanic or Latino Origin	**314,642**	
Not Hispanic or Latino	299,281	95.12%
Hispanic or Latino	15,361	4.88%
Mexican	11,060	72.00%
Puerto Rican	733	4.77%
Cuban	150	0.98%
All Other Hispanic or Latino	3,418	22.25%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**15,361**	
White Alone	4,842	31.52%
Black or African American Alone	370	2.41%
American Indian and Alaska Native Alone	253	1.65%
Asian Alone	58	0.38%
Native Hawaiian and Other Pacific Islander Alone	9	0.06%
Some Other Race Alone	4,390	28.58%
Two or More Races	5,439	35.41%
2023 Est. Pop by Race, Asian Alone, by Category	**9,210**	
Chinese, except Taiwanese	2,277	24.72%
Filipino	516	5.60%
Japanese	143	1.55%
Asian Indian	2,461	26.72%
Korean	1,305	14.17%
Vietnamese	1,013	11.00%
Cambodian	17	0.19%
Hmong	12	0.13%
Laotian	314	3.41%
Thai	326	3.54%
All Other Asian Races Including 2+ Category	827	8.98%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**314,642**	
Arab	245	0.08%
Czech	10,658	3.39%
Danish	2,278	0.72%
Dutch	4,528	1.44%
English	20,427	6.49%
French (except Basque)	5,166	1.64%
French Canadian	691	0.22%
German	75,359	23.95%
Greek	427	0.14%
Hungarian	309	0.10%
Irish	33,758	10.73%
Italian	4,572	1.45%
Lithuanian	285	0.09%
United States or American	9,639	3.06%
Norwegian	9,711	3.09%
Polish	3,496	1.11%
Portuguese	124	0.04%
Russian	720	0.23%
Scottish	4,355	1.38%
Scotch-Irish	1,865	0.59%
Slovak	127	0.04%
Subsaharan African	4,271	1.36%
Swedish	6,388	2.03%
Swiss	1,167	0.37%
Ukrainian	326	0.10%
Welsh	1,634	0.52%
West Indian (except Hisp. groups)	333	0.11%
Other ancestries	52,355	16.64%
Ancestry Unclassified	59,427	18.89%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	274,397	92.46%
Speak Asian/Pacific Island Language at Home	5,474	1.84%
Speak IndoEuropean Language at Home	6,778	2.28%
Speak Spanish at Home	6,341	2.14%
Speak Other Language at Home	3,776	1.27%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	**314,642**	
Age 0 - 4	17,877	5.68%
Age 5 - 9	18,091	5.75%
Age 10 - 14	18,754	5.96%
Age 15 - 17	12,079	3.84%
Age 18 - 20	18,660	5.93%
Age 21 - 24	23,651	7.52%
Age 25 - 34	40,737	12.95%
Age 35 - 44	41,104	13.06%
Age 45 - 54	35,218	11.19%
Age 55 - 64	35,905	11.41%
Age 65 - 74	30,250	9.61%
Age 75 - 84	15,280	4.86%
Age 85 and over	7,037	2.24%
Age 16 and over	255,989	81.36%
Age 18 and over	247,841	78.77%
Age 21 and over	229,181	72.84%
Age 65 and over	52,566	16.71%
2023 Est. Median Age		36.79
2023 Est. Average Age		38.94
2023 Est. Population by Sex	**314,642**	
Male	155,517	49.43%
Female	159,125	50.57%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**155,517**	
Age 0 - 4	9,071	5.83%
Age 5 - 9	9,209	5.92%
Age 10 - 14	9,580	6.16%
Age 15 - 17	6,069	3.90%
Age 18 - 20	8,974	5.77%
Age 21 - 24	11,917	7.66%
Age 25 - 34	21,016	13.51%
Age 35 - 44	20,901	13.44%
Age 45 - 54	17,712	11.39%
Age 55 - 64	17,703	11.38%
Age 65 - 74	14,342	9.22%
Age 75 - 84	6,607	4.25%
Age 85 and over	2,418	1.55%
2023 Est. Median Age, Male		35.90
2023 Est. Average Age, Male		38.04
2023 Est. Female Population by Age	**159,125**	
Age 0 - 4	8,806	5.53%
Age 5 - 9	8,882	5.58%
Age 10 - 14	9,173	5.76%
Age 15 - 17	6,010	3.78%
Age 18 - 20	9,686	6.09%
Age 21 - 24	11,735	7.37%
Age 25 - 34	19,721	12.39%
Age 35 - 44	20,204	12.70%
Age 45 - 54	17,506	11.00%
Age 55 - 64	18,202	11.44%
Age 65 - 74	15,908	10.00%
Age 75 - 84	8,673	5.45%
Age 85 and over	4,619	2.90%
2023 Est. Median Age, Female		37.72
2023 Est. Average Age, Female		39.81

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	95,888	36.89%
Males, Never Married	51,119	19.67%
Females, Never Married	44,769	17.22%
Married, Spouse present	114,977	44.24%
Married, Spouse absent	6,144	2.36%
Widowed	13,855	5.33%
Males Widowed	2,729	1.05%
Females Widowed	11,126	4.28%
Divorced	29,056	11.18%
Males Divorced	13,478	5.18%
Females Divorced	15,577	5.99%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,525	1.72%
Some High School, no diploma	8,399	4.09%
High School Graduate (or GED)	57,122	27.79%
Some College, no degree	41,912	20.39%
Associate Degree	25,880	12.59%
Bachelor's Degree	45,852	22.31%
Master's Degree	16,123	7.84%
Professional School Degree	3,685	1.79%
Doctorate Degree	3,033	1.48%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,405	19.66%
High School Graduate	2,020	28.27%
Some College or Associate's Degree	1,962	27.46%
Bachelor's Degree or Higher	1,758	24.60%
Households		
2028 Projection	132,516	
2023 Estimate	129,296	
2020 Census	128,144	
2010 Census	114,206	
Growth 2023 - 2028		2.49%
Growth 2020 - 2023		0.90%
Growth 2010 - 2020		12.20%
2023 Est. Households by Household Type	**129,296**	
Family Households	76,132	58.88%
Nonfamily Households	53,164	41.12%
2023 Est. Group Quarters Population	13,775	
2023 Households by Ethnicity, Hispanic/Latino	4,730	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**129,296**	
Income < $15,000	11,726	9.07%
Income $15,000 - $24,999	10,846	8.39%
Income $25,000 - $34,999	11,267	8.71%
Income $35,000 - $49,999	16,712	12.93%
Income $50,000 - $74,999	23,187	17.93%
Income $75,000 - $99,999	17,422	13.48%
Income $100,000 - $124,999	13,102	10.13%
Income $125,000 - $149,999	8,635	6.68%
Income $150,000 - $199,999	8,394	6.49%
Income $200,000 - $249,999	3,560	2.75%
Income $250,000 - $499,999	3,217	2.49%
Income $500,000+	1,229	0.95%
2023 Est. Average Household Income		$85,486
2023 Est. Median Household Income		$64,438
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$69,086
Black or African American Alone		$37,055
American Indian and Alaska Native Alone		$66,986
Asian Alone		$60,580
Native Hawaiian and Other Pacific Islander Alone		$53,663
Some Other Race Alone		$47,206
Two or More Races		$43,747
Hispanic or Latino		$45,934
Not Hispanic or Latino		$65,327
2023 Est. Family HH Type by Presence of Own Child.	**76,132**	
Married-Couple Family, own children	25,112	32.99%
Married-Couple Family, no own children	33,955	44.60%
Male Householder, own children	2,903	3.81%
Male Householder, no own children	2,118	2.78%
Female Householder, own children	7,896	10.37%
Female Householder, no own children	4,148	5.45%
2023 Est. Households by Household Size	**129,296**	
1-person	39,143	30.27%
2-person	45,443	35.15%
3-person	19,734	15.26%
4-person	15,241	11.79%
5-person	6,536	5.05%
6-person	2,030	1.57%
7-or-more-person	1,169	0.90%
2023 Est. Average Household Size		2.33

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**129,296**	
Households with 1 or More People under Age 18:	38,275	29.60%
Married-Couple Family	26,010	67.96%
Other Family, Male Householder	3,174	8.29%
Other Family, Female Householder	8,621	22.52%
Nonfamily, Male Householder	363	0.95%
Nonfamily, Female Householder	106	0.28%
Households with No People under Age 18:	**91,021**	
Married-Couple Family	33,057	36.32%
Other Family, Male Householder	1,850	2.03%
Other Family, Female Householder	3,428	3.77%
Nonfamily, Male Householder	25,675	28.21%
Nonfamily, Female Householder	27,011	29.68%
2023 Est. Households by Number of Vehicles	**129,296**	
No Vehicles	7,973	6.17%
1 Vehicle	43,716	33.81%
2 Vehicles	49,196	38.05%
3 Vehicles	19,019	14.71%
4 Vehicles	6,564	5.08%
5 or more Vehicles	2,828	2.19%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	77,971	
2023 Estimate	76,132	
2010 Census	67,369	
Growth 2023 - 2028		2.42%
Growth 2010 - 2023		13.01%
2023 Est. Families by Poverty Status	**76,132**	
2023 Families at or Above Poverty	70,218	92.23%
2023 Families at or Above Poverty with Children	31,594	41.50%
2023 Families Below Poverty	5,914	7.77%
2023 Families Below Poverty with Children	4,492	5.90%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	168,968	66.01%
Civilian Labor Force, Unemployed	6,758	2.64%
Armed Forces	55	0.02%
Not in Labor Force	80,208	31.33%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**169,733**	
For-Profit Private Workers	117,805	69.41%
Non-Profit Private Workers	14,998	8.84%
Local Government Workers	2,834	1.67%
State Government Workers	11,517	6.79%
Federal Government Workers	10,583	6.24%
Self-Employed Workers	11,752	6.92%
Unpaid Family Workers	245	0.14%
2023 Est. Civ. Employed Pop 16+ by Occupation	**169,733**	
Architect/Engineer	3,317	1.95%
Arts/Entertainment/Sports	2,652	1.56%
Building Grounds Maintenance	4,713	2.78%
Business/Financial Operations	8,993	5.30%
Community/Social Services	3,104	1.83%
Computer/Mathematical	6,714	3.96%
Construction/Extraction	7,416	4.37%
Education/Training/Library	10,067	5.93%
Farming/Fishing/Forestry	861	0.51%
Food Prep/Serving	11,274	6.64%
Health Practitioner/Technician	11,044	6.51%
Healthcare Support	5,825	3.43%
Maintenance Repair	5,315	3.13%
Legal	1,696	1.00%
Life/Physical/Social Science	1,870	1.10%
Management	15,103	8.90%
Office/Admin. Support	19,106	11.26%
Production	13,825	8.15%
Protective Services	2,161	1.27%
Sales/Related	16,147	9.51%
Personal Care/Service	4,895	2.88%
Transportation/Moving	13,635	8.03%
2023 Est. Pop 16+ by Occupation Classification	**169,733**	
White Collar	99,815	58.81%
Blue Collar	40,191	23.68%
Service and Farm	29,727	17.51%
2023 Est. Workers Age 16+ by Transp. to Work	**166,530**	
Drove Alone	130,566	78.40%
Car Pooled	13,198	7.92%
Public Transportation	2,401	1.44%
Walked	8,337	5.01%
Bicycle	1,203	0.72%
Other Means	1,470	0.88%
Worked at Home	9,355	5.62%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	62,411	
15 - 29 Minutes	62,529	
30 - 44 Minutes	19,787	
45 - 59 Minutes	6,915	
60 or more Minutes	4,810	
2023 Est. Avg Travel Time to Work in Minutes		21
2023 Est. Occupied Housing Units by Tenure	129,296	
Owner Occupied	88,759	68.65%
Renter Occupied	40,537	31.35%
2023 Owner Occ. HUs: Avg. Length of Residence		14.79†
2023 Renter Occ. HUs: Avg. Length of Residence		6.01†
2023 Est. Owner-Occupied Housing Units by Value	**129,296**	
Value Less than $20,000	2,552	2.87%
Value $20,000 - $39,999	1,936	2.18%
Value $40,000 - $59,999	1,446	1.63%
Value $60,000 - $79,999	2,082	2.35%
Value $80,000 - $99,999	3,998	4.50%
Value $100,000 - $149,999	15,210	17.14%
Value $150,000 - $199,999	20,094	22.64%
Value $200,000 - $299,999	23,031	25.95%
Value $300,000 - $399,999	8,953	10.09%
Value $400,000 - $499,999	4,406	4.96%
Value $500,000 - $749,999	3,225	3.63%
Value $750,000 - $999,999	1,094	1.23%
Value $1,000,000 or $1,499,999	412	0.46%
Value $1,500,000 or $1,999,999	87	0.10%
Value $2,000,000+	233	0.26%
2023 Est. Median All Owner-Occupied Housing Value		$192,237
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	85,992	61.79%
1 Unit Attached	8,167	5.87%
2 Units	2,878	2.07%
3 or 4 Units	6,882	4.95%
5 to 19 Units	18,734	13.46%
20 to 49 Units	6,305	4.53%
50 or More Units	4,240	3.05%
Mobile Home or Trailer	5,933	4.26%
Boat, RV, Van, etc.	34	0.02%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,429	6.06%
Housing Units Built 2010 to 2014	5,245	3.77%
Housing Units Built 2000 to 2009	18,348	13.18%
Housing Units Built 1990 to 1999	19,601	14.09%
Housing Units Built 1980 to 1989	12,049	8.66%
Housing Units Built 1970 to 1979	18,794	13.51%
Housing Units Built 1960 to 1969	16,392	11.78%
Housing Units Built 1950 to 1959	12,658	9.10%
Housing Units Built 1940 to 1949	4,613	3.31%
Housing Unit Built 1939 or Earlier	23,035	16.55%
2023 Est. Median Year Structure Built		1977

† Years

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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