



The **Retail**Coach®

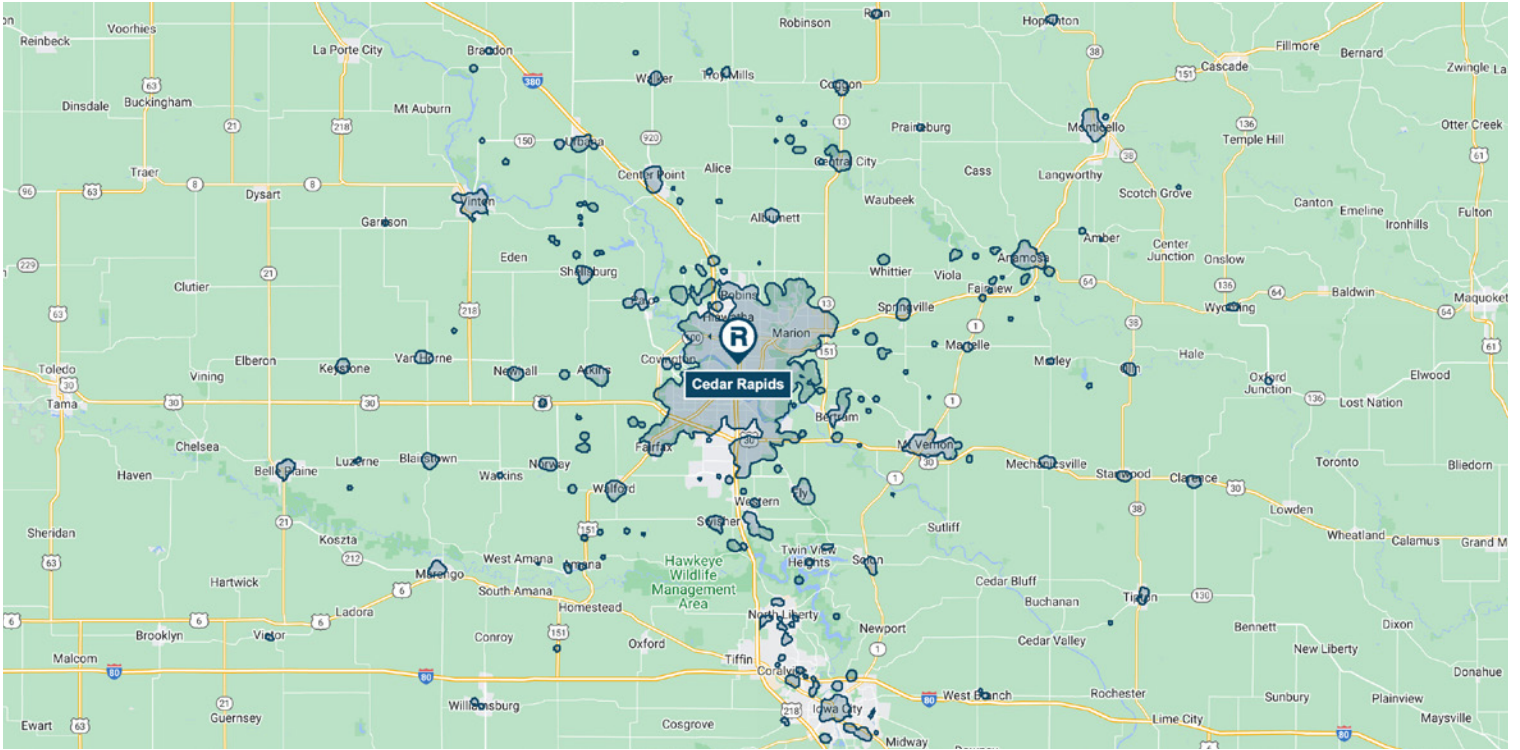
Retail Trade Area Demographic Profile

CEDAR RAPIDS, IOWA

Prepared for City of Cedar Rapids
January 2024

Retail Trade Area • Demographic Snapshot

Cedar Rapids, Iowa



Population

2020	311,644
2024	315,895
2029	323,469

Educational Attainment (%)

Graduate or Professional Degree	11.69%
Bachelors Degree	23.39%
Associate Degree	13.45%
Some College	20.89%
High School Graduate (or GED)	25.42%
Some High School, No Degree	3.48%
Less than 9th Grade	1.67%

Income

Average HH	\$92,545
Median HH	\$69,026
Per Capita	\$39,765

Age

0 - 9 Years	11.28%
10 - 17 Years	9.88%
18 - 24 Years	13.94%
25 - 34 Years	13.35%
35 - 44 Years	12.68%
45 - 54 Years	10.84%
55 - 64 Years	11.15%
65 and Older	16.88%
Median Age	36.18
Average Age	38.84

Race Distribution (%)

White	81.21%
Black/African American	7.48%
American Indian/Alaskan	0.24%
Asian	2.71%
Native Hawaiian/Islander	0.20%
Other Race	1.75%
Two or More Races	6.41%
Hispanic	5.07%



CEDAR RAPIDS

City of Five Seasons®

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Retail Trade Area • Demographic Profile

Cedar Rapids, Iowa

DESCRIPTION	DATA	%
Population		
2029 Projection	323,469	
2024 Estimate	315,895	
2020 Census	311,644	
2010 Census	280,146	
Growth 2024 - 2029		2.40%
Growth 2020 - 2024		1.36%
Growth 2010 - 2020		11.24%
2024 Est. Population by Single-Classification Race	315,895	
White Alone	256,529	81.21%
Black or African American Alone	23,619	7.48%
Amer. Indian and Alaska Native Alone	764	0.24%
Asian Alone	8,564	2.71%
Native Hawaiian and Other Pacific Island Alone	644	0.20%
Some Other Race Alone	5,519	1.75%
Two or More Races	20,255	6.41%
2024 Est. Population by Hispanic or Latino Origin	315,895	
Not Hispanic or Latino	299,870	94.93%
Hispanic or Latino	16,025	5.07%
Mexican	11,019	68.76%
Puerto Rican	1,037	6.47%
Cuban	228	1.42%
All Other Hispanic or Latino	3,742	23.35%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	16,025	
White Alone	5,042	31.46%
Black or African American Alone	384	2.40%
American Indian and Alaska Native Alone	262	1.64%
Asian Alone	60	0.38%
Native Hawaiian and Other Pacific Islander Alone	9	0.06%
Some Other Race Alone	4,586	28.62%
Two or More Races	5,683	35.46%
2024 Est. Pop by Race, Asian Alone, by Category	8,564	
Chinese, except Taiwanese	1,511	17.65%
Filipino	533	6.22%
Japanese	98	1.15%
Asian Indian	2,508	29.29%
Korean	1,165	13.60%
Vietnamese	868	10.14%
Cambodian	36	0.42%
Hmong	56	0.66%
Laotian	314	3.66%
Thai	182	2.12%
All Other Asian Races Including 2+ Category	1,290	15.07%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	315,895	
Arab	2,031	0.64%
Czech	10,402	3.29%
Danish	2,101	0.67%
Dutch	4,590	1.45%
English	24,390	7.72%
French (except Basque)	4,795	1.52%
French Canadian	534	0.17%
German	75,973	24.05%
Greek	458	0.15%
Hungarian	250	0.08%
Irish	33,580	10.63%
Italian	4,539	1.44%
Lithuanian	294	0.09%
United States or American	9,031	2.86%
Norwegian	8,605	2.72%
Polish	3,187	1.01%
Portuguese	114	0.04%
Russian	562	0.18%
Scottish	4,378	1.39%
Scotch-Irish	1,621	0.51%
Slovak	240	0.08%
Subsaharan African	5,057	1.60%
Swedish	5,478	1.73%
Swiss	1,046	0.33%
Ukrainian	294	0.09%
Welsh	1,741	0.55%
West Indian (except Hisp. groups)	297	0.09%
Other ancestries	46,775	14.81%
Ancestry Unclassified	63,539	20.11%
2024 Est. Pop Age 5+ by Language Spoken At Home	298,236	
Speak Only English at Home	276,638	92.76%
Speak Asian/Pacific Island Language at Home	4,289	1.44%
Speak IndoEuropean Language at Home	6,015	2.02%
Speak Spanish at Home	7,029	2.36%
Speak Other Language at Home	4,268	1.43%

Retail Trade Area • Demographic Profile

Cedar Rapids, Iowa

DESCRIPTION	DATA	%
2024 Est. Population by Age	315,895	
Age 0 - 4	17,655	5.59%
Age 5 - 9	17,984	5.69%
Age 10 - 14	19,023	6.02%
Age 15 - 17	12,178	3.86%
Age 18 - 20	18,117	5.74%
Age 21 - 24	25,916	8.20%
Age 25 - 34	42,169	13.35%
Age 35 - 44	40,065	12.68%
Age 45 - 54	34,252	10.84%
Age 55 - 64	35,219	11.15%
Age 65 - 74	29,925	9.47%
Age 75 - 84	16,452	5.21%
Age 85 and over	6,937	2.20%
Age 16 and over	257,180	81.41%
Age 18 and over	249,055	78.84%
Age 21 and over	230,938	73.11%
Age 65 and over	53,317	16.88%
2024 Est. Median Age		36.18
2024 Est. Average Age		38.84
2024 Est. Population by Sex	315,895	
Male	155,525	49.23%
Female	160,370	50.77%
2024 Est. Male Population by Age	155,525	
Age 0 - 4	8,992	5.78%
Age 5 - 9	9,148	5.88%
Age 10 - 14	9,865	6.34%
Age 15 - 17	6,176	3.97%
Age 18 - 20	8,470	5.45%
Age 21 - 24	12,529	8.06%
Age 25 - 34	21,871	14.06%
Age 35 - 44	20,347	13.08%
Age 45 - 54	17,210	11.07%
Age 55 - 64	17,353	11.16%
Age 65 - 74	14,109	9.07%
Age 75 - 84	7,079	4.55%
Age 85 and over	2,375	1.53%
2024 Est. Median Age, Male		35.33
2024 Est. Average Age, Male		37.92
2024 Est. Female Population by Age	160,370	
Age 0 - 4	8,663	5.40%
Age 5 - 9	8,835	5.51%
Age 10 - 14	9,159	5.71%
Age 15 - 17	5,999	3.74%
Age 18 - 20	9,648	6.02%
Age 21 - 24	13,388	8.35%
Age 25 - 34	20,296	12.66%
Age 35 - 44	19,716	12.29%
Age 45 - 54	17,044	10.63%
Age 55 - 64	17,867	11.14%
Age 65 - 74	15,817	9.86%
Age 75 - 84	9,374	5.85%
Age 85 and over	4,564	2.85%
2024 Est. Median Age, Female		37.08
2024 Est. Average Age, Female		39.71

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	97,274	37.24%
Males, Never Married	52,215	19.99%
Females, Never Married	45,059	17.25%
Married, Spouse present	115,936	44.38%
Married, Spouse absent	6,599	2.53%
Widowed	12,787	4.90%
Males Widowed	2,693	1.03%
Females Widowed	10,094	3.86%
Divorced	28,636	10.96%
Males Divorced	11,277	4.32%
Females Divorced	17,356	6.64%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,426	1.67%
Some High School, no diploma	7,143	3.48%
High School Graduate (or GED)	52,120	25.42%
Some College, no degree	42,831	20.89%
Associate Degree	27,567	13.45%
Bachelor's Degree	47,964	23.40%
Master's Degree	16,697	8.14%
Professional School Degree	4,143	2.02%
Doctorate Degree	3,129	1.53%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,815	17.45%
High School Graduate	2,656	25.54%
Some College or Associate's Degree	3,444	33.11%
Bachelor's Degree or Higher	2,486	23.91%
Households		
2029 Projection	133,390	
2024 Estimate	129,940	
2020 Census	128,032	
2010 Census	114,073	
Growth 2024 - 2029		2.66%
Growth 2020 - 2024		1.49%
Growth 2010 - 2020		12.24%
2024 Est. Households by Household Type	129,940	
Family Households	76,453	58.84%
Nonfamily Households	53,487	41.16%
2024 Est. Group Quarters Population	13,488	
2024 Households by Ethnicity, Hispanic/Latino	4,731	



Retail Trade Area • Demographic Profile

Cedar Rapids, Iowa

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	129,940	
Income < \$15,000	10,729	8.26%
Income \$15,000 - \$24,999	9,966	7.67%
Income \$25,000 - \$34,999	10,780	8.30%
Income \$35,000 - \$49,999	15,989	12.31%
Income \$50,000 - \$74,999	22,451	17.28%
Income \$75,000 - \$99,999	18,105	13.93%
Income \$100,000 - \$124,999	13,149	10.12%
Income \$125,000 - \$149,999	9,282	7.14%
Income \$150,000 - \$199,999	9,418	7.25%
Income \$200,000 - \$249,999	4,218	3.25%
Income \$250,000 - \$499,999	4,114	3.17%
Income \$500,000+	1,740	1.34%
2024 Est. Average Household Income		\$92,545
2024 Est. Median Household Income		\$69,026
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$72,666
Black or African American Alone		\$45,494
American Indian and Alaska Native Alone		\$82,321
Asian Alone		\$65,948
Native Hawaiian and Other Pacific Islander Alone		\$57,456
Some Other Race Alone		\$54,017
Two or More Races		\$48,287
Hispanic or Latino		\$47,835
Not Hispanic or Latino		\$69,948
2024 Est. HH by Type and Presence of Own Child.	76,453	
Family Households with Children	20,072	26.25%
Family Households without Children	56,381	73.75%
Married-Couple Families	34,119	44.63%
Married-Couple Family, own children	13,290	17.38%
Married-Couple Family, no own children	20,830	27.25%
Cohabiting-Couple Families	6,275	8.21%
Cohabiting-Couple Family, own children	1,825	2.39%
Cohabiting-Couple Family, no own children	4,450	5.82%
Male Householder Families	15,586	20.39%
Male Householder, own children	1,211	1.58%
Male Householder, no own children	1,090	1.43%
Male Householder, only Nonrelatives	1,774	2.32%
Male Householder, Living Alone	11,511	15.06%
Female Householder Families	20,473	26.78%
Female Householder, own children	3,746	4.90%
Female Householder, no own children	2,351	3.08%
Female Householder, only Nonrelatives	1,775	2.32%
Female Householder, Living Alone	12,600	16.48%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	129,940	
1-person	41,694	32.09%
2-person	45,204	34.79%
3-person	17,658	13.59%
4-person	15,029	11.57%
5-person	6,662	5.13%
6-person	2,391	1.84%
7-or-more-person	1,302	1.00%
2024 Est. Average Household Size		2.33
2024 Est. Households by Number of Vehicles	129,940	
No Vehicles	9,227	7.10%
1 Vehicle	44,903	34.56%
2 Vehicles	48,611	37.41%
3 Vehicles	18,746	14.43%
4 Vehicles	6,008	4.62%
5 or more Vehicles	2,444	1.88%
2024 Est. Average Number of Vehicles		1.82
Family Households		
2029 Projection	78,465	
2024 Estimate	76,500	
2020 Estimate	73,828	
2010 Census	67,288	
Growth 2024 - 2029		2.57%
Growth 2020 - 2024		3.62%
Growth 2010 - 2020		9.72%
2024 Est. Families by Poverty Status	76,500	
2024 Families at or Above Poverty	70,962	92.76%
2024 Families at or Above Poverty with Children	32,230	42.13%
2024 Families Below Poverty	5,539	7.24%
2024 Families Below Poverty with Children	4,006	5.24%
2024 Est. Pop 16+ by Employment Status	257,180	
Civilian Labor Force, Employed	166,526	64.75%
Civilian Labor Force, Unemployed	6,486	2.52%
Armed Forces	87	0.03%
Not in Labor Force	84,080	32.69%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	166,614	
For-Profit Private Workers	115,338	69.23%
Non-Profit Private Workers	14,487	8.70%
Local Government Workers	2,559	1.54%
State Government Workers	10,310	6.19%
Federal Government Workers	11,208	6.73%
Self-Employed Workers	12,509	7.51%
Unpaid Family Workers	202	0.12%



Retail Trade Area • Demographic Profile

Cedar Rapids, Iowa

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	166,614	
Architect/Engineer	4,732	2.84%
Arts/Entertainment/Sports	2,874	1.73%
Building Grounds Maintenance	4,399	2.64%
Business/Financial Operations	9,302	5.58%
Community/Social Services	3,474	2.09%
Computer/Mathematical	6,136	3.68%
Construction/Extraction	6,451	3.87%
Education/Training/Library	10,340	6.21%
Farming/Fishing/Forestry	595	0.36%
Food Prep/Serving	10,228	6.14%
Health Practitioner/Technician	10,315	6.19%
Healthcare Support	5,482	3.29%
Maintenance Repair	5,017	3.01%
Legal	1,286	0.77%
Life/Physical/Social Science	1,713	1.03%
Management	17,233	10.34%
Office/Admin. Support	18,512	11.11%
Production	13,786	8.27%
Protective Services	1,946	1.17%
Sales/Related	15,597	9.36%
Personal Care/Service	4,470	2.68%
Transportation/Moving	12,728	7.64%
2024 Est. Pop 16+ by Occupation Classification	166,614	
White Collar	101,514	60.93%
Blue Collar	37,980	22.80%
Service and Farm	27,120	16.28%
2024 Est. Workers Age 16+ by Transp. to Work	166,614	
Drove Alone	126,558	75.96%
Car Pooled	11,865	7.12%
Public Transportation	1,485	0.89%
Walked	7,418	4.45%
Bicycle	1,051	0.63%
Other Means	1,628	0.98%
Worked at Home	16,611	9.97%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	62,532	41.69%
15 - 29 Minutes	58,233	38.82%
30 - 44 Minutes	18,714	12.48%
45 - 59 Minutes	5,441	3.63%
60 or more Minutes	5,082	3.39%
2024 Est. Avg Travel Time to Work in Minutes		21.00
2024 Est. Occupied Housing Units by Tenure	129,940	
Owner Occupied	78,634	60.52%
Renter Occupied	45,126	34.73%
2024 Owner Occ. HUs: Avg. Length of Residence		15.83 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.56 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	78,634	
Value Less than \$20,000	2,321	2.95%
Value \$20,000 - \$39,999	1,476	1.88%
Value \$40,000 - \$59,999	1,033	1.31%
Value \$60,000 - \$79,999	1,270	1.62%
Value \$80,000 - \$99,999	3,244	4.13%
Value \$100,000 - \$149,999	12,786	16.26%
Value \$150,000 - \$199,999	18,183	23.12%
Value \$200,000 - \$299,999	18,654	23.72%
Value \$300,000 - \$399,999	9,978	12.69%
Value \$400,000 - \$499,999	4,786	6.09%
Value \$500,000 - \$749,999	2,998	3.81%
Value \$750,000 - \$999,999	1,147	1.46%
Value \$1,000,000 or \$1,499,999	537	0.68%
Value \$1,500,000 or \$1,999,999	93	0.12%
Value \$2,000,000+	132	0.17%
2024 Est. Median All Owner-Occupied Housing Value		\$197,026
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	48,727	61.97%
1 Unit Attached	4,755	6.05%
2 Units	1,682	2.14%
3 or 4 Units	3,576	4.55%
5 to 19 Units	10,352	13.17%
20 to 49 Units	3,612	4.59%
50 or More Units	2,745	3.49%
Mobile Home or Trailer	3,168	4.03%
Boat, RV, Van, etc.	17	0.02%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,643	2.09%
Housing Units Built 2010 to 2019	7,361	9.36%
Housing Units Built 2000 to 2009	10,399	13.23%
Housing Units Built 1990 to 1999	10,436	13.27%
Housing Units Built 1980 to 1989	6,449	8.20%
Housing Units Built 1970 to 1979	10,627	13.52%
Housing Units Built 1960 to 1969	9,044	11.50%
Housing Units Built 1950 to 1959	7,264	9.24%
Housing Units Built 1940 to 1949	2,511	3.19%
Housing Unit Built 1939 or Earlier	12,901	16.41%
2024 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.





The**RetailCoach**.®

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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