

DEMOGRAPHICS/IOWA RETAIL SALES ANALYSIS

50% of Iowa's population lives in the eastern 1/3 of the state

Highest per capita income of all cities in the state of Iowa

Big 10 University community (University of Iowa) - with a student population of 33,000

TRADE AREA

Population	470,744	High School Diploma	22.9%
2020 Prj. Population	489,946	Some College	21.3%
Growth 2013-2018	3.73%	Associate Degree	11.4%
2015 Median Age	35.8	Bachelor's Degree	21.2%
2015 Est. Avg. Household Income	\$74,995	Master's Degree	13.0%

PEER GROUP TOP 10

PER CAPITA SALES

Coralville	\$37,753
Altoona	\$31,802
West Des Moines	\$27,145
Clive	\$25,622
Cedar Rapids	\$24,307
Davenport	\$20,018
Dubuque	\$19,177
Sioux City	\$19,533
Waterloo	\$16,325
Des Moines	\$17,460
State of Iowa	\$12,040

TAXABLE RETAIL SALES PER FIRM

Coralville	\$1,135,393
West Des Moines	\$1,008,156
Cedar Rapids	\$935,486
Davenport	\$870,154

RETAIL PULL FACTOR

Coralville	2.95
West Des Moines	1.93
Cedar Rapids	1.97
Davenport	1.74

Source: 2015 Retail Trade Analysis Report, Department of Economics, Iowa State University

