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## Characteristics of Proposed Goodwill Industries Store Site in Council Bluffs

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The Center for Applied Urban Research  
at the  
University of Nebraska at Omaha



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CHARACTERISTICS OF PROPOSED  
GOODWILL INDUSTRIES STORE  
SITE IN COUNCIL BLUFFS

by  
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## Introduction

This report examines several demographic characteristics of the area surrounding a proposed Goodwill Store site at 710 First Avenue in Council Bluffs, Iowa. For the purposes of this report, an area within a two mile radius from the site was examined. All census tracts falling partially or wholly within the two mile radius were included for analysis. The location of the proposed site is shown in Map 1. The data sources included the 1980 Census of Population and Housing, and the 1981 Omaha World Herald Consumer Preference Study.<sup>1</sup>

## Population and Housing Data for the City of Council Bluffs

At the time of this report, data on housing were available for the city as a whole but not for the specific area under study. However, given the relatively small size of Council Bluffs, city-wide data may be useful in analyzing the market potential of a store.

The Council Bluffs population in 1980 was 56,449, a decrease of 6.5 percent from its 1970 population. The city had a total of 20,705 households. Median household size was 2.6 persons. The city had a fairly high percentage (76 percent) of owner occupied households. The number of housing units increased by 11.1 percent to 21,949 during the decade.

Other important indicators of purchasing habits are income and age. The 1980 median income for the city was \$19,297. The population of Council Bluffs had a median age of 36. (See Table 1.)

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1. Detailed census data for Iowa (including information on number of persons over 65) will not be available until February or March, 1982.

### Population Data by Census Tract

The area surrounding the proposed site included 44,718 persons, a substantial proportion of the city's population. The area as a whole declined in population since 1970 by 4,326 persons. This decline was evident in a majority of the census tracts within this area. Population loss ranged from 6.3 percent in a southern tract (308) to 29.8 percent in the northeast tract (311). The tract (309) which includes the proposed site lost 26.6 percent of its population over the last decade and now has one of the smallest tract populations in the area. Population losses over 20 percent also occurred in a tract (310) east of the site. (See Map 2.) However, within one mile of the proposed site are a number of tracts with sizeable populations, which may provide market potential.

The data indicated that a movement of the population has taken place away from the older, central sections of the city toward the suburbs. The most significant increases in population occurred toward the southern fringes of the city (tract 313) and to the extreme northeast (tract 317). These tracts showed increases of 37.9 percent and 41.7 percent, respectively. (See Table 2.)

### Racial/Ethnic Composition by Census Tract

Census data indicated that Council Bluffs as a whole, as well as the study area was homogeneous in regard to racial/ethnic composition. Whites comprised over 90 percent of the population in all census tracts studied. The percentage of blacks was under 3 percent and of persons of Spanish origin 5.1 percent or less for all tracts. The largest percentages (5.1 percent, 4.5 percent) of persons of Spanish origin were located in two southern tracts (308, 313). The tracts with the largest numbers (160, 118) of persons of Spanish origin were located to the south (308) and west (306.02) of the proposed site. Only two tracts (307, 306.02), located

north and west of the site, included a black population over 2 percent. Other racial/ethnic groups comprised less than 3 percent of the population in all tracts.

Summary

Council Bluffs population declined by 6.5 percent over the last decade and shifted somewhat away from the older, central areas of the city to the suburbs. The greatest increase in population occurred in the suburbs of the south and northeast. The population was predominantly white in all census tracts in the study area. While the census tract immediately surrounding the proposed site declined in population, a sizeable population lies within a one mile radius of the proposed site.

TABLE 1

## SELECTED DEMOGRAPHICS FOR CITY OF COUNCIL BLUFFS

Population			Housing					Median Income 1980
1980 Population <sup>a/</sup>	Percentage Change 1970-1980 <sup>a/</sup>	Median Age	Median Household Size	Total Households	Percent Owner Occupied Households	Housing Units 1980 <sup>a/</sup>	Housing Units Percent Change 1970-1980 <sup>a/</sup>	
56,449	-6.5	36	2.6	20,705	76	21,949	11.1	19,297

<sup>a/</sup>Data on 1980 population, percentage change 1970-1980, number and percentage change in housing units are derived from 1980 Census of Population and Housing Advance Report, U.S. Bureau of Census.

Source: 1981 Omaha World Herald Consumer Preference Study

TABLE 2  
SELECTED DEMOGRAPHICS BY CENSUS TRACT

Census Tract	Population			Social Characteristics							
	Total Population	Population Change 1970-80		Population by Race						Population by Spanish Origin	
		No.	No.	%	White		Black		Other <sup>a/</sup>		No.
				No.	%	No.	%	No.	%	No.	%
301	5,726	51	.9	5,644	98.6	14	.2	31	.5	37	.7
302	2,969	157	5.6	2,862	96.5	2	<sup>b/</sup>	57	1.9	48	1.6
303	4,266	-410	-8.8	4,167	97.7	12	.3	31	.7	56	1.3
305.01	2,422	-306	-11.2	2,346	96.8	3	.1	35	1.5	38	1.6
305.02	2,599	-539	-17.2	2,474	95.2	29	1.1	38	1.5	58	2.2
306.01	2,445	-460	-15.8	2,360	96.5	22	.9	26	1.1	37	1.5
306.02	3,138	-410	-11.6	2,875	91.5	77	2.5	68	2.2	118	3.8
307	3,260	-731	-18.3	3,033	93.0	71	2.2	75	2.3	81	2.5
308	3,162	-211	-6.3	2,904	91.7	49	1.6	49	1.6	160	5.1
309	1,751	-636	-26.6	1,684	96.2	4	.2	32	1.8	31	1.8
310	2,608	-794	-23.3	2,542	97.5	11	.4	21	.8	34	1.3
311	3,153	-1,336	-29.8	3,093	98.0	3	.1	30	1.0	27	.9
312	2,882	45	1.6	2,828	98.1	3	.1	35	1.2	16	.6
313	1,295	356	37.9	1,188	91.7	25	1.9	24	1.9	58	4.5
317	3,042	895	41.7	3,018	99.2	5	.2	9	.3	10	.3
Total	44,718										

<sup>a/</sup> Includes American Indians, Eskimos and Aleuts, Asians, Pacific Islanders, and all others.

<sup>b/</sup> less than .1 percent

Source: U.S. Bureau of Census Advance Report (1980)