Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

MIDLAND ATLANTIC
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Population						
Estimated Population (2023)	31,373		73,265		105,896	
Projected Population (2028)	31,598		73,514		106,895	
Census Population (2020)	31,303		73,882		106,636	
Census Population (2010)	30,494		72,891		105,844	
Projected Annual Growth (2023-2028)	225	0.1%	249	-	999	0.2%
Historical Annual Growth (2020-2023)	70	-	-617	-0.3%	-740	-0.2%
Historical Annual Growth (2010-2020)	809	0.3%	990	0.1%	791	-
Estimated Population Density (2023)	1,110	psm	933	psm	688	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households						
Estimated Households (2023)	12,163		30,483		44,297	
Projected Households (2028)	11,755		29,307		42,866	
Census Households (2020)	11,982		30,359		44,060	
Census Households (2010)	11,124		28,973		42,334	
Projected Annual Growth (2023-2028)	-407	-0.7%	-1,175	-0.8%	-1,431	-0.6%
Historical Annual Change (2010-2023)	1,039	0.7%	1,509	0.4%	1,963	0.4%
Average Household Income						
Estimated Average Household Income (2023)	$102,114		$102,585		$93,889	
Projected Average Household Income (2028)	$111,566		$112,753		$101,921	
Census Average Household Income (2010)	$60,230		$60,266		$55,730	
Census Average Household Income (2000)	$52,380		$51,784		$47,492	
Projected Annual Change (2023-2028)	$9,452	1.9%	$10,169	2.0%	$8,032	1.7%
Historical Annual Change (2000-2023)	$49,733	4.1%	$50,801	4.3%	$46,398	4.2%
Median Household Income						
Estimated Median Household Income (2023)	$72,836		$71,769		$65,537	
Projected Median Household Income (2028)	$68,321		$67,457		$60,916	
Census Median Household Income (2010)	$48,659		$48,224		$45,070	
Census Median Household Income (2000)	$41,281		$41,903		$38,458	
Projected Annual Change (2023-2028)	-$4,516	-1.2%	-$4,312	-1.2%	-$4,621	-1.4%
Historical Annual Change (2000-2023)	$31,555	3.3%	$29,866	3.1%	$27,079	3.1%
Per Capita Income						
Estimated Per Capita Income (2023)	$40,343		$43,044		$39,593	
Projected Per Capita Income (2028)	$42,256		$45,312		$41,186	
Census Per Capita Income (2010)	$21,974		$23,954		$22,290	
Census Per Capita Income (2000)	$18,148		$19,941		$18,504	
Projected Annual Change (2023-2028)	$1,914	0.9%	$2,268	1.1%	$1,594	0.8%
Historical Annual Change (2000-2023)	$22,194	5.3%	$23,103	5.0%	$21,089	5.0%
Estimated Average Household Net Worth (2023)	$459,856		$439,479		$382,029	

◆ **MIDLAND ATLANTIC**
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity						
Total Population (2023)	31,373		73,265		105,896	
White (2023)	24,964	79.6%	58,835	80.3%	80,362	75.9%
Black or African American (2023)	1,088	3.5%	4,955	6.8%	11,879	11.2%
American Indian or Alaska Native (2023)	43	0.1%	124	0.2%	238	0.2%
Asian (2023)	3,913	12.5%	5,336	7.3%	6,373	6.0%
Hawaiian or Pacific Islander (2023)	67	0.2%	270	0.4%	512	0.5%
Other Race (2023)	279	0.9%	867	1.2%	1,930	1.8%
Two or More Races (2023)	1,020	3.3%	2,879	3.9%	4,601	4.3%
Population < 18 (2023)	5,920	18.9%	15,253	20.8%	23,332	22.0%
White Not Hispanic	4,734	80.0%	10,920	71.6%	14,699	63.0%
Black or African American	279	4.7%	1,613	10.6%	3,884	16.6%
Asian	261	4.4%	676	4.4%	971	4.2%
Other Race Not Hispanic	394	6.7%	1,174	7.7%	1,847	7.9%
Hispanic	253	4.3%	870	5.7%	1,931	8.3%
Not Hispanic or Latino Population (2023)	30,480	97.2%	70,557	96.3%	100,583	95.0%
Not Hispanic White	24,676	81.0%	58,011	82.2%	78,849	78.4%
Not Hispanic Black or African American	1,078	3.5%	4,887	6.9%	11,745	11.7%
Not Hispanic American Indian or Alaska Native	23	-	63	-	105	0.1%
Not Hispanic Asian	3,887	12.8%	5,309	7.5%	6,342	6.3%
Not Hispanic Hawaiian or Pacific Islander	66	0.2%	260	0.4%	481	0.5%
Not Hispanic Other Race	59	0.2%	120	0.2%	154	0.2%
Not Hispanic Two or More Races	691	2.3%	1,908	2.7%	2,906	2.9%
Hispanic or Latino Population (2023)	893	2.8%	2,708	3.7%	5,313	5.0%
Hispanic White	287	32.2%	824	30.4%	1,513	28.5%
Hispanic Black or African American	10	1.2%	68	2.5%	134	2.5%
Hispanic American Indian or Alaska Native	20	2.2%	61	2.2%	133	2.5%
Hispanic Asian	25	2.8%	27	1.0%	31	0.6%
Hispanic Hawaiian or Pacific Islander	-	-	10	0.4%	31	0.6%
Hispanic Other Race	220	24.6%	747	27.6%	1,777	33.4%
Hispanic Two or More Races	330	36.9%	971	35.9%	1,695	31.9%
Not Hispanic or Latino Population (2020)	30,339	96.9%	71,049	96.2%	101,031	94.7%
Hispanic or Latino Population (2020)	964	3.1%	2,832	3.8%	5,605	5.3%
Not Hispanic or Latino Population (2010)	29,879	98.0%	70,764	97.1%	101,539	95.9%
Hispanic or Latino Population (2010)	615	2.0%	2,127	2.9%	4,305	4.1%
Not Hispanic or Latino Population (2028)	30,690	97.1%	70,782	96.3%	101,487	94.9%
Hispanic or Latino Population (2028)	908	2.9%	2,732	3.7%	5,408	5.1%
Projected Annual Growth (2023-2028)	15	0.3%	25	0.2%	95	0.4%
Historical Annual Growth (2010-2020)	348	5.7%	705	3.3%	1,300	3.0%

MIDLAND ATLANTIC
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr **Cedar Falls, IA 50613**	3 mi radius		5 mi radius		7 mi radius	
Total Age Distribution (2023)						
Total Population	31,373		73,265		105,896	
Age Under 5 Years	1,687	5.4%	4,375	6.0%	6,630	6.3%
Age 5 to 9 Years	1,666	5.3%	4,264	5.8%	6,496	6.1%
Age 10 to 14 Years	1,616	5.1%	4,170	5.7%	6,389	6.0%
Age 15 to 19 Years	2,951	9.4%	5,323	7.3%	7,479	7.1%
Age 20 to 24 Years	6,062	19.3%	10,447	14.3%	12,950	12.2%
Age 25 to 29 Years	2,048	6.5%	5,153	7.0%	7,480	7.1%
Age 30 to 34 Years	1,691	5.4%	4,351	5.9%	6,472	6.1%
Age 35 to 39 Years	1,610	5.1%	4,185	5.7%	6,328	6.0%
Age 40 to 44 Years	1,437	4.6%	3,859	5.3%	5,918	5.6%
Age 45 to 49 Years	1,142	3.6%	3,224	4.4%	5,009	4.7%
Age 50 to 54 Years	1,309	4.2%	3,471	4.7%	5,272	5.0%
Age 55 to 59 Years	1,417	4.5%	3,790	5.2%	5,604	5.3%
Age 60 to 64 Years	1,575	5.0%	4,202	5.7%	6,102	5.8%
Age 65 to 69 Years	1,577	5.0%	4,005	5.5%	5,805	5.5%
Age 70 to 74 Years	1,359	4.3%	3,338	4.6%	4,743	4.5%
Age 75 to 79 Years	882	2.8%	1,995	2.7%	2,863	2.7%
Age 80 to 84 Years	628	2.0%	1,480	2.0%	2,101	2.0%
Age 85 Years or Over	716	2.3%	1,634	2.2%	2,254	2.1%
Median Age	32.5		34.2		34.6	
Age 19 Years or Less	7,920	25.2%	18,132	24.7%	26,994	25.5%
Age 20 to 64 Years	18,291	58.3%	42,680	58.3%	61,134	57.7%
Age 65 Years or Over	5,162	16.5%	12,453	17.0%	17,767	16.8%
Female Age Distribution (2023)						
Female Population	16,076	51.2%	37,362	51.0%	53,950	50.9%
Age Under 5 Years	769	4.8%	2,109	5.6%	3,198	5.9%
Age 5 to 9 Years	765	4.8%	2,039	5.5%	3,164	5.9%
Age 10 to 14 Years	786	4.9%	2,095	5.6%	3,167	5.9%
Age 15 to 19 Years	1,698	10.6%	2,844	7.6%	3,936	7.3%
Age 20 to 24 Years	3,216	20.0%	5,504	14.7%	6,762	12.5%
Age 25 to 29 Years	947	5.9%	2,422	6.5%	3,612	6.7%
Age 30 to 34 Years	795	4.9%	2,057	5.5%	3,110	5.8%
Age 35 to 39 Years	782	4.9%	2,050	5.5%	3,106	5.8%
Age 40 to 44 Years	691	4.3%	1,870	5.0%	2,897	5.4%
Age 45 to 49 Years	565	3.5%	1,607	4.3%	2,462	4.6%
Age 50 to 54 Years	650	4.0%	1,720	4.6%	2,606	4.8%
Age 55 to 59 Years	723	4.5%	1,950	5.2%	2,890	5.4%
Age 60 to 64 Years	806	5.0%	2,177	5.8%	3,173	5.9%
Age 65 to 69 Years	814	5.1%	2,076	5.6%	3,033	5.6%
Age 70 to 74 Years	715	4.5%	1,779	4.8%	2,531	4.7%
Age 75 to 79 Years	493	3.1%	1,106	3.0%	1,565	2.9%
Age 80 to 84 Years	366	2.3%	869	2.3%	1,235	2.3%
Age 85 Years or Over	495	3.1%	1,089	2.9%	1,505	2.8%
Female Median Age	33.9		35.6		35.8	
Age 19 Years or Less	4,017	25.0%	9,087	24.3%	13,465	25.0%
Age 20 to 64 Years	9,175	57.1%	21,356	57.2%	30,617	56.8%
Age 65 Years or Over	2,884	17.9%	6,918	18.5%	9,868	18.3%

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MIDLAND ATLANTIC
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Male Age Distribution (2023)						
Male Population	15,297	48.8%	35,903	49.0%	51,946	49.1%
Age Under 5 Years	919	6.0%	2,266	6.3%	3,433	6.6%
Age 5 to 9 Years	901	5.9%	2,225	6.2%	3,331	6.4%
Age 10 to 14 Years	830	5.4%	2,075	5.8%	3,222	6.2%
Age 15 to 19 Years	1,253	8.2%	2,479	6.9%	3,543	6.8%
Age 20 to 24 Years	2,846	18.6%	4,943	13.8%	6,188	11.9%
Age 25 to 29 Years	1,101	7.2%	2,730	7.6%	3,868	7.4%
Age 30 to 34 Years	896	5.9%	2,294	6.4%	3,361	6.5%
Age 35 to 39 Years	828	5.4%	2,136	5.9%	3,222	6.2%
Age 40 to 44 Years	746	4.9%	1,989	5.5%	3,020	5.8%
Age 45 to 49 Years	577	3.8%	1,617	4.5%	2,547	4.9%
Age 50 to 54 Years	659	4.3%	1,751	4.9%	2,666	5.1%
Age 55 to 59 Years	694	4.5%	1,840	5.1%	2,714	5.2%
Age 60 to 64 Years	769	5.0%	2,025	5.6%	2,930	5.6%
Age 65 to 69 Years	763	5.0%	1,930	5.4%	2,773	5.3%
Age 70 to 74 Years	643	4.2%	1,559	4.3%	2,212	4.3%
Age 75 to 79 Years	389	2.5%	889	2.5%	1,299	2.5%
Age 80 to 84 Years	262	1.7%	611	1.7%	867	1.7%
Age 85 Years or Over	221	1.4%	545	1.5%	749	1.4%
Male Median Age	31.5		33.2		33.6	
Age 19 Years or Less	3,902	25.5%	9,045	25.2%	13,529	26.0%
Age 20 to 64 Years	9,117	59.6%	21,324	59.4%	30,517	58.7%
Age 65 Years or Over	2,278	14.9%	5,535	15.4%	7,900	15.2%
Males per 100 Females (2023)						
Overall Comparison	95		96		96	
Age Under 5 Years	120	54.4%	107	51.8%	107	51.8%
Age 5 to 9 Years	118	54.1%	109	52.2%	105	51.3%
Age 10 to 14 Years	106	51.4%	99	49.8%	102	50.4%
Age 15 to 19 Years	74	42.5%	87	46.6%	90	47.4%
Age 20 to 24 Years	88	46.9%	90	47.3%	92	47.8%
Age 25 to 29 Years	116	53.8%	113	53.0%	107	51.7%
Age 30 to 34 Years	113	53.0%	111	52.7%	108	51.9%
Age 35 to 39 Years	106	51.4%	104	51.0%	104	50.9%
Age 40 to 44 Years	108	51.9%	106	51.5%	104	51.0%
Age 45 to 49 Years	102	50.5%	101	50.2%	103	50.9%
Age 50 to 54 Years	101	50.3%	102	50.4%	102	50.6%
Age 55 to 59 Years	96	49.0%	94	48.6%	94	48.4%
Age 60 to 64 Years	95	48.8%	93	48.2%	92	48.0%
Age 65 to 69 Years	94	48.4%	93	48.2%	91	47.8%
Age 70 to 74 Years	90	47.3%	88	46.7%	87	46.6%
Age 75 to 79 Years	79	44.1%	80	44.6%	83	45.4%
Age 80 to 84 Years	71	41.7%	70	41.3%	70	41.2%
Age 85 Years or Over	45	30.8%	50	33.4%	50	33.2%
Age 19 Years or Less	97	49.3%	100	49.9%	100	50.1%
Age 20 to 39 Years	99	49.7%	101	50.1%	100	50.1%
Age 40 to 64 Years	100	50.1%	99	49.7%	99	49.7%
Age 65 Years or Over	79	44.1%	80	44.4%	80	44.5%

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Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Household Type (2023)						
Total Households	12,163		30,483		44,297	
Households with Children	2,890	*23.8%*	7,771	*25.5%*	11,975	*27.0%*
Average Household Size	2.3		2.3		2.3	
Household Density per Square Mile	430		388		288	
Population Family	19,272	*61.4%*	50,501	*68.9%*	75,232	*71.0%*
Population Non-Family	8,664	*27.6%*	18,922	*25.8%*	26,298	*24.8%*
Population Group Quarters	3,436	*11.0%*	3,841	*5.2%*	4,366	*4.1%*
Family Households	6,729	*55.3%*	17,450	*57.2%*	25,518	*57.6%*
Married Couple Households	5,240	*77.9%*	13,170	*75.5%*	18,008	*70.6%*
Other Family Households with Children	1,490	*22.1%*	4,280	*24.5%*	7,510	*29.4%*
Family Households with Children	2,880	*42.8%*	7,749	*44.4%*	11,940	*46.8%*
Married Couple with Children	2,045	*71.0%*	5,144	*66.4%*	7,143	*59.8%*
Other Family Households with Children	834	*29.0%*	2,604	*33.6%*	4,797	*40.2%*
Family Households No Children	3,850	*57.2%*	9,702	*55.6%*	13,578	*53.2%*
Married Couple No Children	3,194	*83.0%*	8,026	*82.7%*	10,865	*80.0%*
Other Family Households No Children	656	*17.0%*	1,675	*17.3%*	2,712	*20.0%*
Non-Family Households	5,433	*44.7%*	13,032	*42.8%*	18,779	*42.4%*
Non-Family Households with Children	10	*0.2%*	23	*0.2%*	35	*0.2%*
Non-Family Households No Children	5,423	*99.8%*	13,010	*99.8%*	18,743	*99.8%*
Average Family Household Size	2.9		2.9		2.9	
Average Family Income	$140,249		$134,493		$121,193	
Median Family Income	$106,834		$99,940		$91,103	
Average Non-Family Household Size	1.6		1.5		1.4	
Marital Status (2023)						
Population Age 15 Years or Over	26,404		60,456		86,381	
Never Married	12,033	*45.6%*	23,138	*38.3%*	32,932	*38.1%*
Currently Married	11,150	*42.2%*	27,378	*45.3%*	37,689	*43.6%*
Previously Married	3,221	*12.2%*	9,940	*16.4%*	15,759	*18.2%*
Separated	483	*15.0%*	1,250	*12.6%*	2,067	*13.1%*
Widowed	1,178	*36.6%*	3,177	*32.0%*	4,964	*31.5%*
Divorced	1,559	*48.4%*	5,512	*55.5%*	8,728	*55.4%*
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	17,391		44,686		65,951	
Elementary (Grade Level 0 to 8)	205	*1.2%*	905	*2.0%*	2,085	*3.2%*
Some High School (Grade Level 9 to 11)	393	*2.3%*	1,266	*2.8%*	2,766	*4.2%*
High School Graduate	3,606	*20.7%*	11,232	*25.1%*	18,249	*27.7%*
Some College	3,363	*19.3%*	8,819	*19.7%*	13,639	*20.7%*
Associate Degree Only	2,200	*12.6%*	4,954	*11.1%*	7,280	*11.0%*
Bachelor Degree Only	4,911	*28.2%*	10,902	*24.4%*	14,021	*21.3%*
Graduate Degree	2,715	*15.6%*	6,611	*14.8%*	7,911	*12.0%*
Any College (Some College or Higher)	13,188	*75.8%*	31,284	*70.0%*	42,852	*65.0%*
College Degree + (Bachelor Degree or Higher)	7,625	*43.8%*	17,512	*39.2%*	21,933	*33.3%*

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MIDLAND ATLANTIC
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Housing						
Total Housing Units (2023)	13,060		32,814		48,016	
Total Housing Units (2020)	12,796		32,619		47,764	
Historical Annual Growth (2020-2023)	265	-	195	-	252	-
Housing Units Occupied (2023)	12,163	93.1%	30,483	92.9%	44,297	92.3%
Housing Units Owner-Occupied	7,650	62.9%	19,528	64.1%	27,736	62.6%
Housing Units Renter-Occupied	4,513	37.1%	10,955	35.9%	16,561	37.4%
Housing Units Vacant (2023)	898	6.9%	2,331	7.1%	3,719	7.7%
Household Size (2023)						
Total Households	12,163		30,483		44,297	
1 Person Households	3,593	29.5%	9,435	31.0%	14,165	32.0%
2 Person Households	4,838	39.8%	11,868	38.9%	16,804	37.9%
3 Person Households	1,602	13.2%	4,057	13.3%	5,913	13.3%
4 Person Households	1,508	12.4%	3,425	11.2%	4,727	10.7%
5 Person Households	455	3.7%	1,211	4.0%	1,868	4.2%
6 Person Households	130	1.1%	359	1.2%	595	1.3%
7 or More Person Households	37	0.3%	129	0.4%	224	0.5%
Household Income Distribution (2023)						
HH Income $200,000 or More	1,227	10.1%	2,875	9.4%	3,363	7.6%
HH Income $150,000 to $199,999	748	6.2%	1,885	6.2%	2,486	5.6%
HH Income $125,000 to $149,999	1,120	9.2%	2,330	7.6%	2,974	6.7%
HH Income $100,000 to $124,999	1,055	8.7%	2,739	9.0%	3,672	8.3%
HH Income $75,000 to $99,999	1,487	12.2%	3,854	12.6%	5,489	12.4%
HH Income $50,000 to $74,999	1,969	16.2%	5,088	16.7%	7,482	16.9%
HH Income $35,000 to $49,999	1,339	11.0%	3,499	11.5%	5,451	12.3%
HH Income $25,000 to $34,999	1,184	9.7%	2,962	9.7%	4,506	10.2%
HH Income $15,000 to $24,999	882	7.3%	2,372	7.8%	3,895	8.8%
HH Income $10,000 to $14,999	467	3.8%	1,297	4.3%	2,235	5.0%
HH Income Under $10,000	683	5.6%	1,582	5.2%	2,744	6.2%
Household Vehicles (2023)						
Households 0 Vehicles Available	793	6.5%	2,091	6.9%	3,805	8.6%
Households 1 Vehicle Available	3,667	30.2%	9,970	32.7%	15,199	34.3%
Households 2 Vehicles Available	4,901	40.3%	11,459	37.6%	15,419	34.8%
Households 3 or More Vehicles Available	2,801	23.0%	6,962	22.8%	9,873	22.3%
Total Vehicles Available	23,279		56,706		79,736	
Average Vehicles per Household	1.9		1.9		1.8	
Owner-Occupied Household Vehicles	15,511	66.6%	40,510	71.4%	57,118	71.6%
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1	
Renter-Occupied Household Vehicles	7,768	33.4%	16,196	28.6%	22,618	28.4%
Average Vehicles per Renter-Occupied Household	1.7		1.5		1.4	
Travel Time (2023)						
Worker Base Age 16 years or Over	17,763		39,090		54,433	
Travel to Work in 14 Minutes or Less	9,583	54.0%	20,131	51.5%	26,566	48.8%
Travel to Work in 15 to 29 Minutes	5,290	29.8%	12,698	32.5%	18,938	34.8%
Travel to Work in 30 to 59 Minutes	620	3.5%	1,856	4.7%	2,836	5.2%
Travel to Work in 60 Minutes or More	415	2.3%	872	2.2%	1,398	2.6%
Work at Home	1,855	10.4%	3,533	9.0%	4,696	8.6%
Average Minutes Travel to Work	12.2		12.9		13.5	

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MIDLAND ATLANTIC
P R O P E R T I E S

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)						
Worker Base Age 16 years or Over	17,763		39,090		54,433	
Drive to Work Alone	13,533	*76.2%*	30,674	*78.5%*	42,154	*77.4%*
Drive to Work in Carpool	980	*5.5%*	2,750	*7.0%*	4,845	*8.9%*
Travel to Work by Public Transportation	23	*0.1%*	136	*0.3%*	226	*0.4%*
Drive to Work on Motorcycle	11	*-*	37	*-*	49	*-*
Bicycle to Work	109	*0.6%*	162	*0.4%*	199	*0.4%*
Walk to Work	1,216	*6.8%*	1,590	*4.1%*	1,950	*3.6%*
Other Means	36	*0.2%*	207	*0.5%*	316	*0.6%*
Work at Home	1,855	*10.4%*	3,533	*9.0%*	4,696	*8.6%*
Daytime Demographics (2023)						
Total Businesses	1,354		3,149		4,865	
Total Employees	15,832		32,628		57,726	
Company Headquarter Businesses	37	*2.8%*	97	*3.1%*	154	*3.2%*
Company Headquarter Employees	1,749	*11.0%*	4,481	*13.7%*	10,904	*18.9%*
Employee Population per Business	11.7	*to 1*	10.4	*to 1*	11.9	*to 1*
Residential Population per Business	23.2	*to 1*	23.3	*to 1*	21.8	*to 1*
Adj. Daytime Demographics Age 16 Years or Over	24,147		53,155		88,376	
Labor Force						
Labor Population Age 16 Years or Over (2023)	26,078		59,629		85,122	
Labor Force Total Males (2023)	12,479	*47.9%*	28,909	*48.5%*	41,324	*48.5%*
Male Civilian Employed	9,021	*72.3%*	20,220	*69.9%*	28,002	*67.8%*
Male Civilian Unemployed	313	*2.5%*	632	*2.2%*	1,142	*2.8%*
Males in Armed Forces	-	*-*	12	*-*	33	*-*
Males Not in Labor Force	3,145	*25.2%*	8,045	*27.8%*	12,147	*29.4%*
Labor Force Total Females (2023)	13,599	*52.1%*	30,720	*51.5%*	43,798	*51.5%*
Female Civilian Employed	8,741	*64.3%*	18,869	*61.4%*	26,432	*60.4%*
Female Civilian Unemployed	209	*1.5%*	605	*2.0%*	1,051	*2.4%*
Females in Armed Forces	-	*-*	-	*-*	4	*-*
Females Not in Labor Force	4,649	*34.2%*	11,244	*36.6%*	16,310	*37.2%*
Unemployment Rate	521	*2.0%*	1,237	*2.1%*	2,193	*2.6%*
Occupation (2023)						
Occupation Population Age 16 Years or Over	17,763		39,090		54,433	
Occupation Total Males	9,021	*50.8%*	20,220	*51.7%*	28,001	*51.4%*
Occupation Total Females	8,741	*49.2%*	18,869	*48.3%*	26,432	*48.6%*
Management, Business, Financial Operations	3,071	*17.3%*	6,689	*17.1%*	8,561	*15.7%*
Professional, Related	4,260	*24.0%*	9,671	*24.7%*	12,354	*22.7%*
Service	4,071	*22.9%*	7,289	*18.6%*	10,070	*18.5%*
Sales, Office	3,076	*17.3%*	6,812	*17.4%*	9,518	*17.5%*
Farming, Fishing, Forestry	21	*0.1%*	44	*0.1%*	91	*0.2%*
Construction, Extraction, Maintenance	1,029	*5.8%*	2,451	*6.3%*	3,574	*6.6%*
Production, Transport, Material Moving	2,235	*12.6%*	6,134	*15.7%*	10,264	*18.9%*
White Collar Workers	10,406	*58.6%*	23,171	*59.3%*	30,433	*55.9%*
Blue Collar Workers	7,356	*41.4%*	15,919	*40.7%*	24,000	*44.1%*

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2023)						
Total Units	12,163		30,483		44,297	
1 Detached Unit	7,299	60.0%	20,053	65.8%	29,673	67.0%
1 Attached Unit	1,150	9.5%	2,092	6.9%	2,757	6.2%
2 Units	395	3.2%	976	3.2%	1,268	2.9%
3 to 4 Units	322	2.6%	795	2.6%	1,378	3.1%
5 to 9 Units	828	6.8%	2,107	6.9%	2,841	6.4%
10 to 19 Units	890	7.3%	1,600	5.3%	2,231	5.0%
20 to 49 Units	289	2.4%	843	2.8%	999	2.3%
50 or More Units	564	4.6%	1,249	4.1%	2,034	4.6%
Mobile Home or Trailer	425	3.5%	767	2.5%	1,115	2.5%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2023)						
Homes Built 2020 or later	7	-	162	0.5%	258	0.5%
Homes Built 2010 to 2019	1,556	11.9%	2,740	8.4%	3,844	8.0%
Homes Built 2000 to 2009	1,568	12.0%	2,857	8.7%	3,949	8.2%
Homes Built 1990 to 1999	1,247	9.5%	2,322	7.1%	3,036	6.3%
Homes Built 1980 to 1989	1,049	8.0%	2,434	7.4%	3,417	7.1%
Homes Built 1970 to 1979	1,941	14.9%	4,617	14.1%	6,199	12.9%
Homes Built 1960 to 1969	1,723	13.2%	4,930	15.0%	6,606	13.8%
Homes Built 1950 to 1959	1,432	11.0%	3,807	11.6%	5,918	12.3%
Homes Built 1940 to 1949	396	3.0%	1,575	4.8%	2,808	5.8%
Homes Built Before 1939	1,244	9.5%	5,038	15.4%	8,262	17.2%
Median Age of Homes	46.9	yrs	53.3	yrs	55.0	yrs
Home Values (2023)						
Owner Specified Housing Units	7,650		19,528		27,736	
Home Values $1,000,000 or More	4	-	25	0.1%	86	0.3%
Home Values $750,000 to $999,999	3	-	29	0.1%	35	0.1%
Home Values $500,000 to $749,999	298	3.9%	982	5.0%	1,219	4.4%
Home Values $400,000 to $499,999	417	5.4%	881	4.5%	1,137	4.1%
Home Values $300,000 to $399,999	1,012	13.2%	2,007	10.3%	2,495	9.0%
Home Values $250,000 to $299,999	852	11.1%	2,055	10.5%	2,599	9.4%
Home Values $200,000 to $249,999	1,012	13.2%	2,158	11.1%	2,802	10.1%
Home Values $175,000 to $199,999	751	9.8%	1,778	9.1%	2,507	9.0%
Home Values $150,000 to $174,999	1,351	17.7%	3,072	15.7%	4,125	14.9%
Home Values $125,000 to $149,999	645	8.4%	1,802	9.2%	2,422	8.7%
Home Values $100,000 to $124,999	526	6.9%	2,090	10.7%	3,341	12.0%
Home Values $90,000 to $99,999	72	0.9%	420	2.2%	665	2.4%
Home Values $80,000 to $89,999	72	0.9%	503	2.6%	865	3.1%
Home Values $70,000 to $79,999	45	0.6%	251	1.3%	479	1.7%
Home Values $60,000 to $69,999	19	0.2%	153	0.8%	488	1.8%
Home Values $50,000 to $59,999	75	1.0%	345	1.8%	896	3.2%
Home Values $35,000 to $49,999	29	0.4%	134	0.7%	316	1.1%
Home Values $25,000 to $34,999	26	0.3%	94	0.5%	180	0.6%
Home Values $10,000 to $24,999	170	2.2%	307	1.6%	478	1.7%
Home Values Under $10,000	271	3.5%	443	2.3%	599	2.2%
Owner-Occupied Median Home Value	$214,753		$197,340		$181,756	
Renter-Occupied Median Rent	$823		$762		$729	

Lat/Lon: 42.482/-92.4415

410 Viking Plaza Dr Cedar Falls, IA 50613	3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	$868.16 M		$2.18 B		$2.97 B	
Total Non-Retail Expenditure	$459.28 M		$1.15 B		$1.57 B	
Total Retail Expenditure	$408.88 M		$1.03 B		$1.4 B	
Apparel	$30.59 M		$76.7 M		$104.16 M	
Contributions	$28.85 M		$72.36 M		$97.35 M	
Education	$26.83 M		$67 M		$89.5 M	
Entertainment	$49.2 M		$123.42 M		$167.2 M	
Food and Beverages	$127.29 M		$319.3 M		$436.35 M	
Furnishings and Equipment	$30.6 M		$76.72 M		$103.98 M	
Gifts	$22.17 M		$55.21 M		$73.92 M	
Health Care	$73.06 M		$183.55 M		$251.39 M	
Household Operations	$34.2 M		$85.84 M		$116.5 M	
Miscellaneous Expenses	$16.41 M		$41.2 M		$56.06 M	
Personal Care	$11.65 M		$29.22 M		$39.8 M	
Personal Insurance	$6.16 M		$15.45 M		$20.76 M	
Reading	$1.91 M		$4.78 M		$6.5 M	
Shelter	$183.31 M		$459.57 M		$627.18 M	
Tobacco	$5.14 M		$12.94 M		$18.12 M	
Transportation	$157.55 M		$394.94 M		$537.7 M	
Utilities	$63.24 M		$159.01 M		$219.03 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	$5,948		$5,952		$5,579	
Total Non-Retail Expenditure	$3,147	52.9%	$3,149	52.9%	$2,951	52.9%
Total Retail Expenditures	$2,801	47.1%	$2,803	47.1%	$2,628	47.1%
Apparel	$210	3.5%	$210	3.5%	$196	3.5%
Contributions	$198	3.3%	$198	3.3%	$183	3.3%
Education	$184	3.1%	$183	3.1%	$168	3.0%
Entertainment	$337	5.7%	$337	5.7%	$315	5.6%
Food and Beverages	$872	14.7%	$873	14.7%	$821	14.7%
Furnishings and Equipment	$210	3.5%	$210	3.5%	$196	3.5%
Gifts	$152	2.6%	$151	2.5%	$139	2.5%
Health Care	$501	8.4%	$502	8.4%	$473	8.5%
Household Operations	$234	3.9%	$235	3.9%	$219	3.9%
Miscellaneous Expenses	$112	1.9%	$113	1.9%	$105	1.9%
Personal Care	$80	1.3%	$80	1.3%	$75	1.3%
Personal Insurance	$42	0.7%	$42	0.7%	$39	0.7%
Reading	$13	0.2%	$13	0.2%	$12	0.2%
Shelter	$1,256	21.1%	$1,256	21.1%	$1,180	21.1%
Tobacco	$35	0.6%	$35	0.6%	$34	0.6%
Transportation	$1,079	18.1%	$1,080	18.1%	$1,012	18.1%
Utilities	$433	7.3%	$435	7.3%	$412	7.4%

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