

Viking Road & Hudson Road (Hwy 58), Cedar Falls, IA 50613

- Target and Scheel's Anchored Shopping Center Located in the Greater Cedar Falls / Waterloo Trade Area Serving a Population of Over 160,000
- Located 2 Miles from the University of Northern Iowa with Over 12,000 Students
- Located at the Hard Corner of East Viking Road and Highway 58; Opposite Walmart Supercenter
- Cedar Falls / Waterloo is a Highly Educated and Stable Employment Area
- Major Area Employers Include: John Deere (5,100 Employees), Wheaton Franciscan Healthcare (3,027 Employees), and Tyson Fresh Meats (2,300 Employees)



Demographics: (3 & 5 mile radius / 2019 estimates)

Population	25,895
Average HH Income	\$72,679
Number of Businesses	872
Number of Employees	15,259
Population	56,938
Average HH Income	\$82,255
Number of Businesses	2,309
Number of Employees	32,600



For additional information contact:

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MIDLAND ATLANTIC PROPERTIES • DEVELOPMENT • BROKERAGE • ACQUISITIONS • MANAGEMENT

Information contained herein has been obtained from sources deemed reliable but is not guaranteed and is subject to change without notice

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East Viking Plaza

Viking Road & Hudson Road (Hwy 58), Cedar Falls, IA 50613





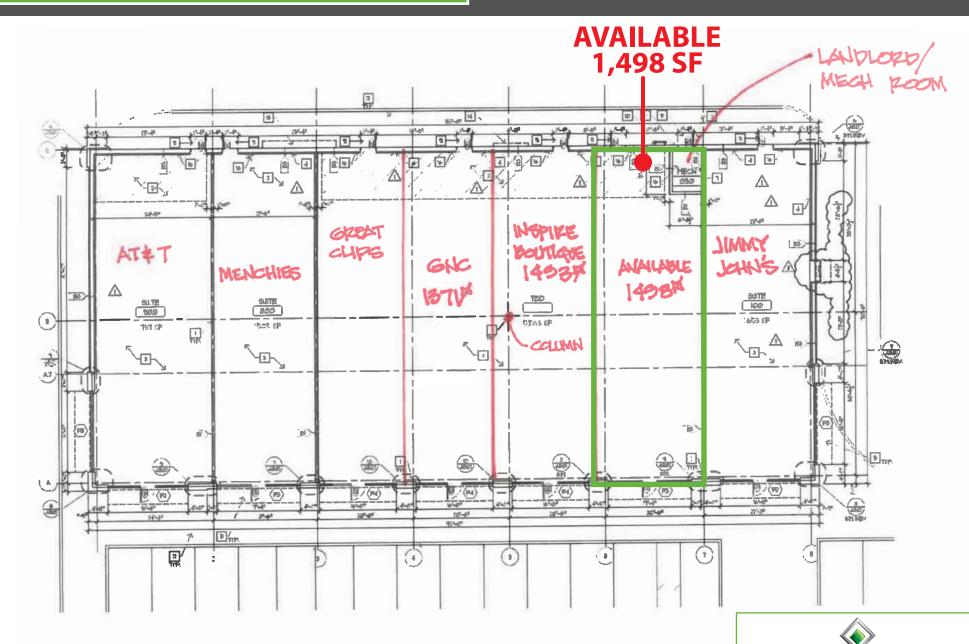
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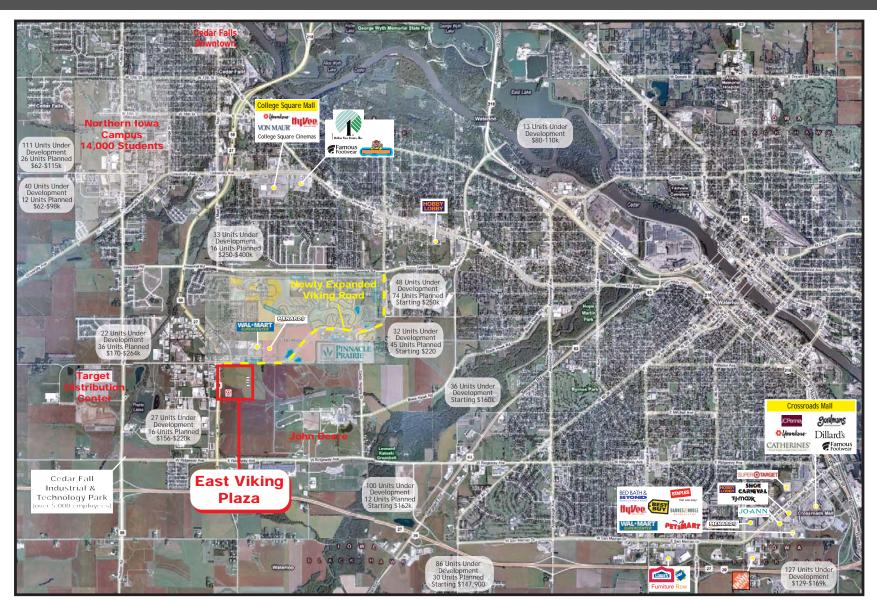
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FULL PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



RF1

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Lat/Lon: 42.484/-92.4654

Viking Rd & Hudson Rd 1 mi radius 3 mi radius 5 mi radius 7 mi radius					
Ceda	r Falls, IA	1 mi radius	3 mi radius	5 mi radius	/ mi radius
POPULATION	2019 Estimated Population	2,317	25,895	56,938	96,307
	2024 Projected Population	2,306	25,702	56,359	96,047
	2010 Census Population	1,399	23,965	54,814	94,516
	2000 Census Population	880	20,588	50,891	91,486
	Projected Annual Growth 2019 to 2024	-	-0.1%	-0.2%	-
	Historical Annual Growth 2000 to 2019	8.6%	1.4%	0.6%	0.3%
	2019 Estimated Households	1,010	9,367	23,230	40,353
HOUSEHOLDS	2024 Projected Households	1,033	9,562	23,645	41,403
ЮН	2010 Census Households	557	8,109	21,305	37,820
SE	2000 Census Households	343	6,564	19,066	35,677
NOI	Projected Annual Growth 2019 to 2024	0.5%	0.4%	0.4%	0.5%
	Historical Annual Growth 2000 to 2019	10.2%	2.2%	1.1%	0.7%
	2019 Est. Population Under 10 Years	11.9%	9.3%	10.7%	12.1%
	2019 Est. Population 10 to 19 Years	10.5%	16.5%	13.4%	13.0%
	2019 Est. Population 20 to 29 Years	23.4%	31.2%	23.9%	20.6%
AGE	2019 Est. Population 30 to 44 Years	16.4%	13.2%	15.7%	17.2%
Ă	2019 Est. Population 45 to 59 Years	12.7%	11.3%	14.3%	15.3%
	2019 Est. Population 60 to 74 Years	12.8%	11.4%	14.8%	14.7%
	2019 Est. Population 75 Years or Over	12.5%	7.0%	7.2%	7.1%
	2019 Est. Median Age	32.5	29.4	33.5	34.2
S	2019 Est. Male Population	47.1%	47.8%	48.8%	48.9%
AT(ER	2019 Est. Female Population	52.9%	52.2%	51.2%	51.1%
TAL STATUS GENDER	2019 Est. Never Married	40.1%	56.9%	45.8%	41.4%
AL GEI	2019 Est. Now Married	47.5%	35.0%	42.2%	43.2%
MARITAL & GEN	2019 Est. Separated or Divorced	7.6%	5.1%	8.2%	11.2%
MA	2019 Est. Widowed	4.8%	3.1%	3.7%	4.2%
	2019 Est. HH Income \$200,000 or More	4.3%	4.0%	4.9%	3.7%
	2019 Est. HH Income \$150,000 to \$199,999	6.8%	6.9%	6.2%	5.2%
	2019 Est. HH Income \$100,000 to \$149,999	16.4%	15.2%	15.2%	13.9%
	2019 Est. HH Income \$75,000 to \$99,999	15.9%	14.7%	15.6%	15.0%
	2019 Est. HH Income \$50,000 to \$74,999	12.3%	15.0%	17.9%	18.7%
ME	2019 Est. HH Income \$35,000 to \$49,999	13.2%	15.2%	13.7%	14.0%
INCOME	2019 Est. HH Income \$25,000 to \$34,999	10.9%	8.7%	8.6%	9.1%
=	2019 Est. HH Income \$15,000 to \$24,999	11.8%	9.5%	8.8%	9.9%
	2019 Est. HH Income Under \$15,000	8.5%	10.7%	9.1%	10.4%
	2019 Est. Average Household Income	\$62,305	\$72,679	\$82,255	\$74,959
	2019 Est. Median Household Income	\$64,436	\$64,033	\$65,583	\$60,356
	2019 Est. Per Capita Income	\$27,401	\$27,217	\$34,027	\$31,761
	2019 Est. Total Businesses	271	872	2,309	4,154
	2019 Est. Total Employees	5,839	15,259	32,600	56,328

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Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

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Viking Rd & Hud	son Rd				
Cedar Falls, IA		1 mi radius	3 mi radius	5 mi radius	7 mi radius
2019 Est. Whi	te	88.8%	90.1%	90.0%	83.8%
2019 Est. Blac	:k	2.6%	2.8%	3.2%	8.3%
2019 Est. Blac 2019 Est. Asia 2010 Est. Asia	an or Pacific Islander	5.1%	4.3%	3.6%	3.2%
2019 Est. Ame	erican Indian or Alaska Native	0.2%	0.2%	0.2%	0.2%
2019 Est. Othe	er Races	3.4%	2.7%	3.0%	4.5%
2019 Est. Hisp	panic Population	66	645	1,488	4,209
	panic Population	2.9%	2.5%	2.6%	4.4%
2024 Proj. His	panic Population	3.1%	2.7%	2.9%	4.7%
2010 Hispanic	Population	2.0%	2.0%	2.1%	3.6%
2019 Est. Adu	It Population (25 Years or Over)	1,468	13,078	34,407	60,686
	nentary (Grade Level 0 to 8)	1.9%	1.5%	1.5%	2.7%
	ne High School (Grade Level 9 to 11)	3.1%	2.7%	3.2%	4.9%
NOI 2019 Est. Som 2019 Est. High 2019 Est. High 2019 Est. Som 2019 Est. Som 2019 Est. Som 2019 Est. Som	n School Graduate	17.9%	18.4%	23.2%	27.6%
2019 Est. Som		17.4%	17.7%	19.5%	20.3%
	ociate Degree Only	10.9%	11.6%	11.8%	11.8%
	helor Degree Only	30.6%	28.8%	24.8%	20.8%
2019 Est. Grad		18.3%	19.4%	16.0%	11.9%
2019 Est. Tota	al Housing Units	1,059	9,712	24,084	42,404
2019 Est. Owr	-	61.8%	57.9%	63.5%	61.3%
2019 Est. 10ta 2019 Est. Owr 2019 Est. Ren 2019 Est. Ken	-	33.6%	38.5%	32.9%	33.9%
2019 Est. Vac	ant Housing	4.6%	3.5%	3.5%	4.8%
2019 Homes E	Built 2010 or later	21.7%	11.4%	6.9%	5.0%
2019 Homes E 2019 Homes E	Built 2000 to 2009	27.3%	16.7%	13.1%	10.1%
2019 Homes E	Built 1990 to 1999	12.2%	9.7%	7.2%	5.6%
2019 Homes E	Built 1980 to 1989	9.2%	6.0%	6.4%	6.0%
2019 Homes E	Built 1970 to 1979	13.9%	14.9%	16.6%	14.8%
2019 Homes E	Built 1960 to 1969	4.8%	15.9%	17.8%	16.4%
2019 Homes E	Built 1950 to 1959	2.8%	10.1%	13.1%	13.9%
2 2019 Homes E	Built Before 1949	3.5%	11.7%	15.4%	23.3%
2019 Home Va	alue \$1,000,000 or More	-	-	-	-
2019 Home Va	alue \$500,000 to \$999,999	2.3%	2.8%	2.6%	1.8%
2019 Home Va	alue \$400,000 to \$499,999	3.3%	2.6%	1.8%	1.4%
2019 Home Va	alue \$300,000 to \$399,999	20.4%	15.8%	12.1%	9.2%
2019 Home Va	alue \$200,000 to \$299,999	51.2%	34.4%	25.3%	20.5%
2019 Home Va	alue \$150,000 to \$199,999	31.0%	37.1%	31.0%	27.1%
2019 Home Va	alue \$100,000 to \$149,999	13.8%	15.8%	23.5%	23.3%
2019 Home Va 2019 Home Va 2019 Home Va 2019 Home Va 2019 Home Va 2019 Home Va	alue \$50,000 to \$99,999	6.2%	5.4%	9.5%	18.1%
2019 Home Va	alue \$25,000 to \$49,999	1.3%	1.2%	1.3%	3.2%
2019 Home Va	alue Under \$25,000	4.7%	2.3%	1.3%	1.6%
2019 Median I	Home Value	\$221,993	\$205,443	\$186,298	\$163,229
2019 Median F	Rent	\$724	\$724	\$691	\$649

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

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	2019 Est. Labor Population Age 16 Years or Over	1,908	22,227	47,593	78,529	
LABOR FORCE	2019 Est. Civilian Employed	65.3%	69.5%	68.9%	67.2%	
	2019 Est. Civilian Unemployed	0.5%	1.2%	1.1%	1.3%	
	2019 Est. in Armed Forces	_	_	_	-	
	2019 Est. not in Labor Force	34.3%	29.3%	29.9%	31.4%	
AB	2019 Labor Force Males	45.9%	47.0%	48.3%	48.4%	
-	2019 Labor Force Females	54.1%	53.0%	51.7%	51.6%	
	2019 Occupation: Population Age 16 Years or Over	1,245	15,447	32,802	52,791	
	2019 Mgmt, Business, & Financial Operations	13.9%	11.2%	12.1%	11.1%	
	2019 Professional, Related	26.4%	23.3%	24.1%	22.4%	
NO	2019 Service	16.4%	22.8%	19.8%	19.3%	
АТІ	2019 Sales, Office	27.2%	26.4%	24.9%	24.0%	
OCCUPATION	2019 Farming, Fishing, Forestry	0.9%	0.6%	0.9%	1.2%	
CC	2019 Construction, Extraction, Maintenance	2.7%	4.2%	5.9%	6.6%	
0	2019 Production, Transport, Material Moving	12.6%	11.4%	12.4%	15.4%	
	2019 White Collar Workers	67.4%	60.9%	61.1%	57.4%	
	2019 Blue Collar Workers	32.6%	39.1%	38.9%	42.6%	
7	2019 Drive to Work Alone	87.0%	77.5%	80.4%	80.3%	
TRANSPORTATION TO WORK	2019 Drive to Work in Carpool	5.8%	5.0%	7.3%	9.2%	
ISPORTAT TO WORK	2019 Travel to Work by Public Transportation	1.0%	0.5%	0.5%	0.9%	
NOR.	2019 Drive to Work on Motorcycle	-	-	-	-	
e o o	2019 Walk or Bicycle to Work	2.6%	11.3%	6.7%	4.8%	
AN	2019 Other Means	-	-	-	0.2%	
Ц	2019 Work at Home	3.5%	5.7%	5.0%	4.5%	
ΛE	2019 Travel to Work in 14 Minutes or Less	58.2%	63.2%	59.1%	55.3%	
TIME	2019 Travel to Work in 15 to 29 Minutes	39.4%	38.9%	40.1%	39.4%	
	2019 Travel to Work in 30 to 59 Minutes	2.7%	3.4%	4.7%	5.1%	
TRAVEL	2019 Travel to Work in 60 Minutes or More	1.2%	1.5%	2.0%	2.1%	
Ţ	2019 Average Travel Time to Work	12.9	12.3	13.0	13.3	
	2019 Est. Total Household Expenditure	\$51.26 M	\$525.4 M	\$1.42 B	\$2.31 B	
ш	2019 Est. Apparel	\$1.79 M	\$18.42 M	\$49.71 M	\$80.57 M	
URI	2019 Est. Contributions, Gifts	\$2.87 M	\$29.24 M	\$80.14 M	\$128.71 M	
DT	2019 Est. Education, Reading	\$1.58 M	\$16.44 M	\$44.22 M	\$70.52 M	
N	2019 Est. Entertainment	\$2.87 M	\$29.42 M	\$79.95 M	\$129.27 M	
XP	2019 Est. Food, Beverages, Tobacco	\$7.91 M	\$81.14 M	\$218.93 M	\$357.09 M	
CONSUMER EXPENDITURE	2019 Est. Furnishings, Equipment	\$1.78 M	\$18.33 M	\$49.8 M	\$80.53 M	
N N	2019 Est. Health Care, Insurance	\$4.75 M	\$48.36 M	\$131.48 M	\$214.44 M	
ISI	2019 Est. Household Operations, Shelter, Utilities	\$16.72 M	\$171.13 M	\$461.78 M	\$752.71 M	
l õ	2019 Est. Miscellaneous Expenses	\$966.07 K	\$9.87 M	\$26.82 M	\$43.56 M	
	2019 Est. Personal Care	\$689.94 K	\$7.06 M	\$19.09 M	\$31.02 M	
	2019 Est. Transportation	\$9.32 M	\$95.99 M	\$260.02 M	\$422.24 M	

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography