

CEDAR VALLEY



FACT SHEET



2024 / 2025

**WATERLOO/CEDAR FALLS,
IOWA MSA, AND
SURROUNDING AREAS**



THE CEDAR VALLEY OF IOWA

The Cedar Valley area in Northeast Iowa includes a total population of 250,000. The area is home to one of three Iowa Board of Regents universities, a four-year private college, innovative public and private Pre-K and K-12 schools, and nationally recognized historic downtown districts.

Life in the Cedar Valley is enhanced by an extensive system of recreational trails and bicycle paths, numerous municipal and state parks, golf courses, a variety of museums, music and cultural festivals, and a state-of-the-art performing arts center.

The Cedar Valley is within a day's drive of all major Midwest markets, with a 50-minute direct commercial flights to/from Chicago O'Hare.



POPULATION

Cedar Falls-Waterloo MSA **167,906**

Black Hawk County **129,870**

Cedar Falls	42,981
Dunkerton	1,552
Elk Run Heights	1,051
Evansdale	7,568
Gilbertville	855
Hudson	2,869
Janesville	1,497
La Porte City	3,276
Raymond	707
Waterloo	69,961

Bremer County **25,517**

Waverly	12,971
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Buchanan County **20,670**

Butler County **14,266**

Chickasaw County **11,660**

Fayette County **19,244**

Grundy County **12,519**

Tama County **16,966**

Cedar Valley Region **250,822**

Source: Lightcast 2024 Projection

CLIMATE

Spring Avg. Temp: 48.4
March - May

Summer Avg. Temp: 70.8
June - Aug.

Fall Avg. Temp: 49.9
Sept. - Nov.

Winter Avg. Temp: 21.4
Dec. - Feb.

Avg. Temperature (F) | Source: weatherbase.com

RAIN & SNOW

Spring Avg. Rain: 3.4"
March - May Avg. Snow: 6.6"

Summer Avg. Rain: 11.7"
June - Aug. Avg. Snow: 0"

Fall Avg. Rain: 2.36"
Sept. - Nov. Avg. Snow: 1.3"

Winter Avg. Rain: 1.0"
Dec. - Feb. Avg. Snow: 6.3"

Source: weatherbase.com

RECREATION & SPORTING OPPORTUNITIES

- | | |
|--|--|
| 40 Public Parks | 23 Softball/Baseball Diamonds |
| 1 Inclusive Park | 1 Ice Skating/Hockey Arena
<i>(Indoor)</i> |
| 3 Dog Parks | 15 Public Boat Launches |
| 10 Golf Courses | 12:560+ Campgrounds: Sites |
| 5 Disc Golf Courses | 5 Soccer Complexes <i>(Outdoor)</i> |
| 7 Public Swimming Pools/
Aquatic Centers | 1 Soccer Field <i>(Indoor)</i> |
| 30 Public Tennis Courts | 1 Theme Park <i>(Outdoor)</i> |
| 46 Pickleball Courts | 2 Water Parks <i>(Outdoor)</i> |

Figures reflect Black Hawk County and the City of Waverly

ARTS & CULTURE

- | | |
|---------------------------|---------------------------------|
| 15 Museums | 8 Performing Arts Venues |
| 7 Public Libraries | 2 Youth Museums |
| 2 Art Museums | 2 Symphony Orchestras |

Figures reflect Black Hawk County and the City of Waverly

GROW HERE



LIVE THE VALLEY

Live the Valley is a website, magazine, and social media platform offering a look into what it is like to live, work and play in the Cedar Valley, including an interactive cost of living calculator. For more information, visit www.livethevalley.com or scan the QR code.



HEALTH CARE

UnityPoint Health - Allen Hospital	204 Beds
MercyOne Waterloo Medical Center	366 Beds
MercyOne - Cedar Falls Medical Center	100 Beds
Waverly Health Care	25 Beds

TOP INDUSTRY STATS

Average Salary | % of Workforce

Transportation & Warehousing

\$66,977 | 5.7%

Finance & Insurance

\$93,060 | 3.25%

Manufacturing

\$107,914 | 19.02%

Healthcare & Social Assistance

\$69,232 | 13.61%

Retail Trade

\$41,085 | 11.03%

Source: Lightcast 2024 - Black Hawk County

MAJOR EMPLOYERS

John Deere	4,650
UnityPoint Health	3,591
Tyson Fresh Meats	3,120
MercyOne	2,459
Waterloo Community Schools	1,800
Target Distribution Centers	1,700
University of Northern Iowa	1,560
Cedar Falls Community Schools	1,353
Hy-Vee Food Stores	1,217
Western Home Communities	915
VGM Group	900
Bertch Cabinet Manufacturing	727
Hawkeye Community College	724
City of Waterloo	703
Veridian Credit Union	666
City of Cedar Falls	578
Omega Cabinetry/Masterbrand	567
Central Rivers Area Educ. Agency	502
Wartburg College	500
TruStage	487
Cedar Valley Medical Specialists	456
Martin Brothers Distribution	450
Black Hawk County	400
Viking Pump	375
The Isle Casino Hotel	300
LSB/LSBX	287
CBE Companies, Inc	271
ConAgra Foods	242

Data Collected August 2024 from those reporting includes FT and PT.

COST OF LIVING



COST OF LIVING

Overall cost of living is **14.3% lower** than U.S. average



GROCERIES

5.1% lower than U.S. average



HOUSING

20.1% lower than U.S. average



UTILITIES

16% lower than U.S. average

Source: COLI, 2023 Annual Avg. Cost of Living Index, Waterloo/Cedar Falls, IA MSA.
Cost of Living Interactive Calculator - livethevalley.com/cost-of-living/

TRANSPORTATION

Interstate Highways	I-380	Mass Transit	MET Transit
Federal Highways	US 20, 63, 218	Passenger Air Service	Waterloo Regional Airport
State Highways	IA 21, 51, 58, 218	Municipal Airports	9

For job opportunities, visit livethevalley.com/jobs or growcedarvalley.com/jobs

LEARN HERE

The Cedar Valley boasts strong public and private educational systems from early childhood education to Ph.D. programs. The Cedar Valley is the only region in the world with a collective emphasis on developing leadership and employability skills in PreK-12 schools with Leader in Me®. The Cedar Valley is also home to River Hills School, a public-sponsored special school for students with moderate, severe, and profound developmental disabilities. The school employs innovative strategies to serve students from kindergarten through age 21.

PRIMARY EDUCATION

SCHOOL	ENROLLMENT	AVG. ACT SCORE
Cedar Falls	5,910	27
Cedar Valley Catholic Schools	1,765	25
Hudson	894	25
Jesup	1,151	26
Waterloo	10,606	23
Waverly-Shell Rock	2,612	25
State Composite	--	20.8
National Composite	--	19.5

Source: Iowa Department of Education Website - educate.iowa.gov/pk-12/data/education-statistics, 2023-2024 Iowa Public School District Pre K-12 Enrollment by District & 2023-2024 Iowa Non-Public School PreK-12 Enrollment by School

EDUCATION ATTAINMENT

LEVEL OF EDUCATION	CV	IA	US
High School Diploma +	93.7%	93.5%	89.6%
Some College, No Degree	18.6%	19.7%	19.1%
Associates Degree	13.1%	12%	8.8%
Bachelor's Degree +	32.1%	32.3%	35.7%

Source: U.S. Census | (CV = Waterloo/Cedar Falls, IA MSA)

HIGHER EDUCATION

INSTITUTION	ENROLLMENT
University of Northern Iowa - Regent University	9,021
Hawkeye Community College - Community/Technical College	4,796
Wartburg College - Private	1,472
Allen College - Health Sciences Programs	469
Upper Iowa University - Private	3,043

Source: Iowa Department of Education - 2023 Iowa College & University Fall Enrollment Report

ONLINE RESOURCES

Moving or Visiting the Cedar Valley

livesethevalley.com
cedarfallstourism.org
experiencewaterloo.com
waverlywelcomehome.com

Industrial/Office Site Selection

Resources

growcedarvalley.com/economic-development



ADDRESS

360 Westfield Ave., Suite 300
 Waterloo, IA 50701

PHONE

319-232-1156
 International +1-319-232-1156

TO VISIT OUR WEBSITE, SCAN THE QR CODE!



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