



Market Profile

Waverly City, IA
Waverly City, IA (1982875)
Geography: Place

Iowa Downtown Resource Center

Waverly city,...

Population Summary

2000 Total Population	8,996
2010 Total Population	9,874
2018 Total Population	10,323
2018 Group Quarters	1,471
2023 Total Population	10,631
2018-2023 Annual Rate	0.59%
2018 Total Daytime Population	13,329
Workers	7,902
Residents	5,427

Household Summary

2000 Households	3,240
2000 Average Household Size	2.37
2010 Households	3,546
2010 Average Household Size	2.34
2018 Households	3,772
2018 Average Household Size	2.35
2023 Households	3,899
2023 Average Household Size	2.35
2018-2023 Annual Rate	0.66%
2010 Families	2,294
2010 Average Family Size	2.86
2018 Families	2,424
2018 Average Family Size	2.84
2023 Families	2,497
2023 Average Family Size	2.84
2018-2023 Annual Rate	0.60%

Housing Unit Summary

2000 Housing Units	3,400
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	4.7%
2010 Housing Units	3,732
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	5.0%
2018 Housing Units	3,962
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	4.8%
2023 Housing Units	4,090
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	4.7%

Median Household Income

2018	\$66,868
2023	\$74,494

Median Home Value

2018	\$180,322
2023	\$222,556

Per Capita Income

2018	\$31,638
2023	\$35,038

Median Age

2010	33.1
2018	35.9
2023	37.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
 Waverly City, IA (1982875)
 Geography: Place

Iowa Downtown Resource Center

Waverly city,...

2018 Households by Income

Household Income Base	3,771
<\$15,000	10.1%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	4.9%
\$200,000+	4.8%
Average Household Income	\$82,940

2023 Households by Income

Household Income Base	3,899
<\$15,000	8.7%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	5.3%
\$200,000+	5.7%
Average Household Income	\$91,956

2018 Owner Occupied Housing Units by Value

Total	2,719
<\$50,000	4.2%
\$50,000 - \$99,999	10.7%
\$100,000 - \$149,999	25.1%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$207,788

2023 Owner Occupied Housing Units by Value

Total	2,847
<\$50,000	2.4%
\$50,000 - \$99,999	7.3%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	14.0%
\$300,000 - \$399,999	18.1%
\$400,000 - \$499,999	7.7%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$243,326

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
Waverly City, IA (1982875)
Geography: Place

Iowa Downtown Resource Center

	Waverly city,...
2010 Population by Age	
Total	9,874
0 - 4	5.5%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	25.3%
25 - 34	10.1%
35 - 44	9.7%
45 - 54	11.1%
55 - 64	10.5%
65 - 74	7.6%
75 - 84	5.7%
85 +	3.5%
18 +	79.6%
2018 Population by Age	
Total	10,324
0 - 4	5.1%
5 - 9	5.2%
10 - 14	5.5%
15 - 24	22.0%
25 - 34	11.2%
35 - 44	9.5%
45 - 54	10.1%
55 - 64	11.8%
65 - 74	9.9%
75 - 84	5.9%
85 +	3.7%
18 +	80.9%
2023 Population by Age	
Total	10,634
0 - 4	5.1%
5 - 9	5.2%
10 - 14	5.8%
15 - 24	21.1%
25 - 34	10.5%
35 - 44	10.7%
45 - 54	9.2%
55 - 64	11.2%
65 - 74	10.8%
75 - 84	6.8%
85 +	3.7%
18 +	80.4%
2010 Population by Sex	
Males	4,685
Females	5,189
2018 Population by Sex	
Males	4,950
Females	5,374
2023 Population by Sex	
Males	5,145
Females	5,489

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
Waverly City, IA (1982875)
Geography: Place

Iowa Downtown Resource Center

	Waverly city,...
2010 Population by Race/Ethnicity	
Total	9,874
White Alone	95.3%
Black Alone	1.7%
American Indian Alone	0.1%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.3%
Diversity Index	11.6
2018 Population by Race/Ethnicity	
Total	10,322
White Alone	93.3%
Black Alone	2.3%
American Indian Alone	0.1%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.9%
Hispanic Origin	2.2%
Diversity Index	16.7
2023 Population by Race/Ethnicity	
Total	10,631
White Alone	91.6%
Black Alone	2.9%
American Indian Alone	0.1%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.3%
Hispanic Origin	2.7%
Diversity Index	20.4
2010 Population by Relationship and Household Type	
Total	9,874
In Households	84.0%
In Family Households	67.5%
Householder	23.2%
Spouse	19.5%
Child	22.9%
Other relative	0.9%
Nonrelative	1.1%
In Nonfamily Households	16.5%
In Group Quarters	16.0%
Institutionalized Population	2.4%
Noninstitutionalized Population	13.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
Waverly City, IA (1982875)
Geography: Place

Iowa Downtown Resource Center

Waverly city,...

2018 Population 25+ by Educational Attainment

Total	6,413
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	23.5%
GED/Alternative Credential	2.3%
Some College, No Degree	22.1%
Associate Degree	8.9%
Bachelor's Degree	26.2%
Graduate/Professional Degree	12.6%

2018 Population 15+ by Marital Status

Total	8,688
Never Married	40.4%
Married	49.0%
Widowed	6.1%
Divorced	4.5%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.1%
Civilian Unemployed (Unemployment Rate)	3.9%

2018 Employed Population 16+ by Industry

Total	4,962
Agriculture/Mining	2.7%
Construction	6.3%
Manufacturing	13.1%
Wholesale Trade	1.2%
Retail Trade	12.1%
Transportation/Utilities	1.5%
Information	1.4%
Finance/Insurance/Real Estate	8.3%
Services	51.5%
Public Administration	1.9%

2018 Employed Population 16+ by Occupation

Total	4,962
White Collar	63.9%
Management/Business/Financial	13.6%
Professional	26.7%
Sales	10.1%
Administrative Support	13.5%
Services	17.8%
Blue Collar	18.3%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	2.1%
Production	6.7%
Transportation/Material Moving	3.7%

2010 Population By Urban/ Rural Status

Total Population	9,874
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	87.2%
Rural Population	12.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
Waverly City, IA (1982875)
Geography: Place

Iowa Downtown Resource Center

Waverly city,...

2010 Households by Type

Total	3,546
Households with 1 Person	28.3%
Households with 2+ People	71.7%
Family Households	64.7%
Husband-wife Families	54.2%
With Related Children	20.9%
Other Family (No Spouse Present)	10.5%
Other Family with Male Householder	2.5%
With Related Children	1.9%
Other Family with Female Householder	8.0%
With Related Children	5.8%
Nonfamily Households	7.0%
All Households with Children	29.0%

2010 Households by Size

Multigenerational Households	1.0%
Unmarried Partner Households	5.1%
Male-female	4.7%
Same-sex	0.4%

2010 Households by Size

Total	3,546
1 Person Household	28.3%
2 Person Household	39.0%
3 Person Household	13.1%
4 Person Household	12.1%
5 Person Household	5.4%
6 Person Household	1.5%
7 + Person Household	0.5%

2010 Households by Tenure and Mortgage Status

Total	3,546
Owner Occupied	72.7%
Owned with a Mortgage/Loan	47.6%
Owned Free and Clear	25.2%
Renter Occupied	27.3%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,732
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	86.1%
Rural Housing Units	13.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Waverly City, IA
 Waverly City, IA (1982875)
 Geography: Place

Iowa Downtown Resource Center

Waverly city,...

Top 3 Tapestry Segments

1. In Style (5B)
2. Middleburg (4C)
3. Salt of the Earth (6B)

2018 Consumer Spending

Apparel & Services: Total \$	\$8,020,296
Average Spent	\$2,126.27
Spending Potential Index	98
Education: Total \$	\$5,356,383
Average Spent	\$1,420.04
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$12,180,337
Average Spent	\$3,229.15
Spending Potential Index	100
Food at Home: Total \$	\$18,913,625
Average Spent	\$5,014.22
Spending Potential Index	100
Food Away from Home: Total \$	\$13,157,134
Average Spent	\$3,488.11
Spending Potential Index	99
Health Care: Total \$	\$22,305,048
Average Spent	\$5,913.32
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$7,897,139
Average Spent	\$2,093.62
Spending Potential Index	100
Personal Care Products & Services: Total \$	\$3,116,898
Average Spent	\$826.32
Spending Potential Index	100
Shelter: Total \$	\$61,776,707
Average Spent	\$16,377.71
Spending Potential Index	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,365,008
Average Spent	\$2,482.77
Spending Potential Index	100
Travel: Total \$	\$7,929,206
Average Spent	\$2,102.12
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$4,082,100
Average Spent	\$1,082.21
Spending Potential Index	101

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 05, 2018