



Market Profile

100-198 E Bremer Ave
 100-198 E Bremer Ave, Waverly, Iowa, 50677
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 42.72577
 Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
Population Summary			
2010 Total Population	7,497	11,376	37,014
2020 Total Population	7,742	11,980	37,291
2020 Group Quarters	1,320	1,421	1,794
2022 Total Population	7,735	11,999	37,396
2022 Group Quarters	1,320	1,421	1,794
2027 Total Population	7,838	12,141	37,539
2022-2027 Annual Rate	0.26%	0.24%	0.08%
2022 Total Daytime Population	9,321	14,533	38,448
Workers	5,803	9,039	22,048
Residents	3,518	5,494	16,400
Household Summary			
2010 Households	2,600	4,160	14,525
2010 Average Household Size	2.31	2.35	2.41
2020 Total Households	2,767	4,432	14,786
2020 Average Household Size	2.32	2.38	2.40
2022 Total Households	2,798	4,471	14,862
2022 Average Household Size	2.29	2.37	2.40
2027 Total Households	2,847	4,536	14,950
2027 Average Household Size	2.29	2.36	2.39
2022-2027 Annual Rate	0.35%	0.29%	0.12%
2010 Families	1,658	2,735	9,279
2010 Average Family Size	2.83	2.86	2.87
2022 Total Families	1,752	2,882	9,324
2022 Average Family Size	2.83	2.89	2.88
2027 Total Families	1,774	2,910	9,361
2027 Average Family Size	2.82	2.89	2.87
2022-2027 Annual Rate	0.25%	0.19%	0.08%
Housing Unit Summary			
2000 Housing Units	2,572	3,999	14,613
Owner Occupied Housing Units	65.7%	68.9%	70.2%
Renter Occupied Housing Units	28.7%	26.2%	25.5%
Vacant Housing Units	5.6%	4.9%	4.3%
2010 Housing Units	2,768	4,388	15,333
Owner Occupied Housing Units	67.2%	70.2%	69.6%
Renter Occupied Housing Units	26.8%	24.6%	25.1%
Vacant Housing Units	6.1%	5.2%	5.3%
2020 Housing Units	3,048	4,838	15,958
Vacant Housing Units	9.2%	8.4%	7.3%
2022 Housing Units	3,113	4,927	16,149
Owner Occupied Housing Units	69.2%	72.2%	68.5%
Renter Occupied Housing Units	20.7%	18.5%	23.5%
Vacant Housing Units	10.1%	9.3%	8.0%
2027 Housing Units	3,166	5,000	16,310
Owner Occupied Housing Units	70.1%	73.0%	69.3%
Renter Occupied Housing Units	19.8%	17.7%	22.4%
Vacant Housing Units	10.1%	9.3%	8.3%
Median Household Income			
2022	\$71,246	\$73,848	\$70,030
2027	\$75,449	\$79,050	\$78,079
Median Home Value			
2022	\$215,467	\$218,675	\$201,171
2027	\$255,394	\$256,373	\$243,216
Per Capita Income			
2022	\$31,576	\$33,777	\$36,526
2027	\$34,326	\$37,005	\$41,309
Median Age			
2010	30.1	34.8	36.5
2022	34.6	38.3	39.2
2027	35.9	39.1	40.4

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	2,798	4,471	14,862
<\$15,000	5.9%	5.3%	6.8%
\$15,000 - \$24,999	7.4%	6.8%	5.7%
\$25,000 - \$34,999	6.0%	5.6%	6.8%
\$35,000 - \$49,999	12.6%	12.4%	13.1%
\$50,000 - \$74,999	20.4%	20.5%	20.7%
\$75,000 - \$99,999	15.1%	15.2%	15.1%
\$100,000 - \$149,999	22.5%	22.8%	19.6%
\$150,000 - \$199,999	7.5%	8.3%	7.7%
\$200,000+	2.7%	3.0%	4.6%
Average Household Income	\$86,939	\$89,639	\$91,115
2027 Households by Income			
Household Income Base	2,847	4,536	14,950
<\$15,000	5.1%	4.6%	5.6%
\$15,000 - \$24,999	6.1%	5.5%	4.3%
\$25,000 - \$34,999	6.6%	5.9%	5.8%
\$35,000 - \$49,999	13.5%	12.4%	11.3%
\$50,000 - \$74,999	18.4%	18.8%	20.6%
\$75,000 - \$99,999	13.2%	13.8%	15.0%
\$100,000 - \$149,999	25.5%	26.1%	22.5%
\$150,000 - \$199,999	8.7%	9.6%	9.4%
\$200,000+	3.0%	3.4%	5.5%
Average Household Income	\$94,261	\$97,986	\$102,869
2022 Owner Occupied Housing Units by Value			
Total	2,155	3,559	11,067
<\$50,000	1.8%	2.2%	2.2%
\$50,000 - \$99,999	3.8%	4.1%	6.8%
\$100,000 - \$149,999	19.2%	17.8%	16.6%
\$150,000 - \$199,999	19.5%	18.9%	24.0%
\$200,000 - \$249,999	18.4%	18.8%	15.6%
\$250,000 - \$299,999	16.7%	17.1%	12.8%
\$300,000 - \$399,999	9.5%	10.6%	12.4%
\$400,000 - \$499,999	5.3%	5.1%	4.4%
\$500,000 - \$749,999	2.6%	3.0%	3.1%
\$750,000 - \$999,999	2.5%	1.8%	1.4%
\$1,000,000 - \$1,499,999	0.7%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$253,886	\$251,370	\$244,057
2027 Owner Occupied Housing Units by Value			
Total	2,220	3,648	11,296
<\$50,000	0.9%	1.2%	1.4%
\$50,000 - \$99,999	1.9%	2.2%	4.3%
\$100,000 - \$149,999	11.7%	11.0%	11.3%
\$150,000 - \$199,999	15.5%	15.0%	20.0%
\$200,000 - \$249,999	17.8%	18.1%	15.1%
\$250,000 - \$299,999	19.4%	19.6%	14.2%
\$300,000 - \$399,999	13.5%	15.0%	18.4%
\$400,000 - \$499,999	9.5%	9.0%	7.3%
\$500,000 - \$749,999	4.5%	5.3%	4.9%
\$750,000 - \$999,999	4.2%	2.9%	2.3%
\$1,000,000 - \$1,499,999	0.9%	0.6%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.3%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$304,356	\$297,485	\$290,519

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	7,497	11,376	37,016
0 - 4	5.2%	5.5%	5.5%
5 - 9	4.9%	5.4%	5.5%
10 - 14	5.4%	5.7%	5.7%
15 - 24	29.4%	23.4%	20.4%
25 - 34	9.8%	10.2%	11.4%
35 - 44	9.1%	10.0%	10.5%
45 - 54	10.5%	11.8%	12.9%
55 - 64	9.9%	11.2%	12.5%
65 - 74	7.1%	7.8%	7.9%
75 - 84	5.4%	5.6%	5.0%
85 +	3.3%	3.4%	2.7%
18 +	80.9%	79.5%	79.5%
2022 Population by Age			
Total	7,733	11,998	37,398
0 - 4	4.8%	5.0%	4.9%
5 - 9	5.0%	5.3%	5.2%
10 - 14	5.2%	5.5%	5.4%
15 - 24	23.8%	18.7%	15.8%
25 - 34	11.8%	11.9%	14.0%
35 - 44	9.8%	10.4%	10.6%
45 - 54	9.0%	10.0%	10.6%
55 - 64	11.1%	12.2%	12.7%
65 - 74	10.0%	11.2%	11.5%
75 - 84	6.2%	6.4%	6.3%
85 +	3.3%	3.4%	3.0%
18 +	81.9%	81.0%	81.3%
2027 Population by Age			
Total	7,838	12,141	37,539
0 - 4	4.8%	5.0%	4.9%
5 - 9	5.0%	5.3%	5.1%
10 - 14	5.4%	5.7%	5.6%
15 - 24	23.5%	18.6%	15.4%
25 - 34	10.2%	10.2%	12.2%
35 - 44	11.4%	12.0%	11.9%
45 - 54	8.7%	9.6%	10.3%
55 - 64	10.1%	11.0%	11.4%
65 - 74	10.3%	11.5%	11.9%
75 - 84	7.2%	7.7%	7.9%
85 +	3.5%	3.6%	3.3%
18 +	81.3%	80.5%	81.0%
2010 Population by Sex			
Males	3,559	5,444	18,310
Females	3,938	5,931	18,704
2022 Population by Sex			
Males	3,734	5,844	18,609
Females	4,001	6,155	18,788
2027 Population by Sex			
Males	3,804	5,942	18,674
Females	4,034	6,199	18,865

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2010 Population by Race/Ethnicity			
Total	7,496	11,376	37,014
White Alone	94.9%	95.7%	96.3%
Black Alone	1.9%	1.5%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.3%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.4%	1.3%	1.2%
Hispanic Origin	1.4%	1.3%	1.3%
Diversity Index	12.4	10.7	9.8
2020 Population by Race/Ethnicity			
Total	7,742	11,980	37,291
White Alone	91.3%	92.4%	92.6%
Black Alone	2.4%	1.9%	1.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.8%	0.8%
Two or More Races	3.5%	3.3%	3.6%
Hispanic Origin	2.9%	2.6%	2.4%
Diversity Index	21.1	18.8	18.2
2022 Population by Race/Ethnicity			
Total	7,735	12,000	37,397
White Alone	91.1%	92.1%	92.3%
Black Alone	2.4%	1.9%	1.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	3.7%	3.5%	3.7%
Hispanic Origin	3.0%	2.7%	2.5%
Diversity Index	21.7	19.4	18.7
2027 Population by Race/Ethnicity			
Total	7,838	12,142	37,540
White Alone	90.4%	91.5%	91.6%
Black Alone	2.4%	2.0%	1.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	4.1%	3.8%	4.2%
Hispanic Origin	3.2%	2.9%	2.6%
Diversity Index	23.0	20.7	20.1
2010 Population by Relationship and Household Type			
Total	7,497	11,375	37,014
In Households	80.0%	86.0%	94.7%
In Family Households	63.6%	69.8%	73.5%
Householder	21.9%	24.1%	25.2%
Spouse	18.3%	20.4%	21.2%
Child	21.5%	23.4%	24.4%
Other relative	0.8%	0.9%	1.2%
Nonrelative	1.0%	1.1%	1.5%
In Nonfamily Households	16.4%	16.3%	21.2%
In Group Quarters	20.0%	14.0%	5.3%
Institutionalized Population	2.2%	2.2%	1.5%
Noninstitutionalized Population	17.8%	11.8%	3.8%

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.

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2022 Population 25+ by Educational Attainment			
Total	4,738	7,868	25,704
Less than 9th Grade	1.1%	1.1%	1.3%
9th - 12th Grade, No Diploma	1.7%	1.7%	2.8%
High School Graduate	25.8%	26.3%	26.5%
GED/Alternative Credential	2.6%	2.8%	3.3%
Some College, No Degree	19.3%	19.1%	17.9%
Associate Degree	10.4%	11.1%	13.6%
Bachelor's Degree	23.9%	23.6%	22.3%
Graduate/Professional Degree	15.2%	14.4%	12.3%
2022 Population 15+ by Marital Status			
Total	6,576	10,112	31,611
Never Married	40.7%	34.2%	33.3%
Married	47.7%	53.3%	53.6%
Widowed	5.6%	6.1%	5.7%
Divorced	6.0%	6.3%	7.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,366	6,722	21,711
Population 16+ Employed	97.3%	97.7%	97.6%
Population 16+ Unemployment rate	2.7%	2.3%	2.4%
Population 16-24 Employed	28.0%	22.1%	19.5%
Population 16-24 Unemployment rate	6.6%	6.3%	5.9%
Population 25-54 Employed	51.6%	54.8%	56.5%
Population 25-54 Unemployment rate	0.8%	0.8%	1.3%
Population 55-64 Employed	14.5%	16.6%	16.6%
Population 55-64 Unemployment rate	2.4%	2.3%	2.6%
Population 65+ Employed	5.8%	6.5%	7.4%
Population 65+ Unemployment rate	0.0%	0.2%	0.1%
2022 Employed Population 16+ by Industry			
Total	4,249	6,570	21,198
Agriculture/Mining	1.1%	1.6%	2.2%
Construction	5.4%	5.6%	6.4%
Manufacturing	16.8%	17.9%	17.5%
Wholesale Trade	1.1%	1.2%	1.8%
Retail Trade	10.5%	10.4%	12.0%
Transportation/Utilities	2.9%	3.1%	3.6%
Information	0.9%	0.8%	1.3%
Finance/Insurance/Real Estate	8.8%	9.6%	7.4%
Services	49.1%	46.7%	45.2%
Public Administration	3.4%	3.1%	2.7%
2022 Employed Population 16+ by Occupation			
Total	4,249	6,570	21,199
White Collar	65.7%	65.2%	61.9%
Management/Business/Financial	14.9%	16.7%	16.5%
Professional	30.1%	28.5%	25.4%
Sales	7.6%	7.5%	8.6%
Administrative Support	13.2%	12.5%	11.3%
Services	14.2%	13.3%	13.6%
Blue Collar	20.1%	21.5%	24.5%
Farming/Forestry/Fishing	0.6%	0.6%	0.6%
Construction/Extraction	6.1%	5.8%	5.3%
Installation/Maintenance/Repair	2.4%	2.3%	3.0%
Production	5.9%	6.8%	7.9%
Transportation/Material Moving	5.1%	6.0%	7.8%

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2010 Households by Type			
Total	2,601	4,161	14,525
Households with 1 Person	28.7%	27.6%	25.9%
Households with 2+ People	71.3%	72.4%	74.1%
Family Households	63.7%	65.7%	63.9%
Husband-wife Families	53.3%	55.5%	53.7%
With Related Children	20.4%	21.0%	20.2%
Other Family (No Spouse Present)	10.4%	10.2%	10.2%
Other Family with Male Householder	2.6%	2.6%	3.2%
With Related Children	2.0%	1.9%	1.9%
Other Family with Female Householder	7.8%	7.6%	7.0%
With Related Children	5.6%	5.4%	4.7%
Nonfamily Households	7.5%	6.6%	10.2%
All Households with Children	28.4%	28.7%	27.2%
Multigenerational Households	1.0%	1.0%	1.1%
Unmarried Partner Households	5.2%	5.1%	5.3%
Male-female	4.8%	4.7%	4.9%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	2,601	4,159	14,526
1 Person Household	28.7%	27.7%	25.9%
2 Person Household	39.0%	39.8%	39.3%
3 Person Household	13.1%	13.2%	14.3%
4 Person Household	12.0%	12.1%	13.1%
5 Person Household	5.2%	5.2%	5.4%
6 Person Household	1.5%	1.5%	1.5%
7 + Person Household	0.5%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	2,600	4,160	14,526
Owner Occupied	71.5%	74.0%	73.5%
Owned with a Mortgage/Loan	46.5%	48.2%	47.7%
Owned Free and Clear	25.0%	25.8%	25.8%
Renter Occupied	28.5%	26.0%	26.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	138	144
Percent of Income for Mortgage	15.9%	15.6%	15.1%
Wealth Index	74	77	81
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,768	4,388	15,333
Housing Units Inside Urbanized Area	0.0%	0.1%	33.8%
Housing Units Inside Urbanized Cluster	85.8%	72.7%	21.0%
Rural Housing Units	14.2%	27.2%	45.2%
2010 Population By Urban/ Rural Status			
Total Population	7,497	11,376	37,014
Population Inside Urbanized Area	0.0%	0.1%	32.0%
Population Inside Urbanized Cluster	87.9%	75.1%	23.3%
Rural Population	12.1%	24.7%	44.7%

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.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	In Style (5B)	In Style (5B)	Midlife Constants (5E)
3.	Midlife Constants (5E)	Middleburg (4C)	Old and Newcomers (8F)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,607,758	\$9,187,268	\$31,106,051
Average Spent	\$2,004.20	\$2,054.86	\$2,092.99
Spending Potential Index	83	85	87
Education: Total \$	\$4,269,153	\$6,897,491	\$23,493,991
Average Spent	\$1,525.79	\$1,542.72	\$1,580.81
Spending Potential Index	78	79	81
Entertainment/Recreation: Total \$	\$8,704,049	\$14,477,631	\$49,908,095
Average Spent	\$3,110.81	\$3,238.12	\$3,358.10
Spending Potential Index	85	88	91
Food at Home: Total \$	\$14,394,102	\$23,852,870	\$81,974,508
Average Spent	\$5,144.43	\$5,335.02	\$5,515.71
Spending Potential Index	83	86	89
Food Away from Home: Total \$	\$9,935,109	\$16,273,564	\$55,140,485
Average Spent	\$3,550.79	\$3,639.80	\$3,710.17
Spending Potential Index	82	84	86
Health Care: Total \$	\$17,332,080	\$29,013,685	\$99,522,809
Average Spent	\$6,194.45	\$6,489.31	\$6,696.46
Spending Potential Index	87	92	94
HH Furnishings & Equipment: Total \$	\$6,043,379	\$9,976,651	\$33,499,463
Average Spent	\$2,159.89	\$2,231.41	\$2,254.03
Spending Potential Index	84	87	88
Personal Care Products & Services: Total \$	\$2,405,105	\$3,954,335	\$13,360,838
Average Spent	\$859.58	\$884.44	\$898.99
Spending Potential Index	84	87	88
Shelter: Total \$	\$51,835,012	\$84,503,807	\$284,851,011
Average Spent	\$18,525.74	\$18,900.43	\$19,166.40
Spending Potential Index	81	83	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,486,427	\$10,658,395	\$35,962,851
Average Spent	\$2,318.24	\$2,383.90	\$2,419.79
Spending Potential Index	85	88	89
Travel: Total \$	\$6,651,148	\$10,943,002	\$36,483,347
Average Spent	\$2,377.11	\$2,447.55	\$2,454.81
Spending Potential Index	83	85	85
Vehicle Maintenance & Repairs: Total \$	\$3,026,934	\$5,002,357	\$17,222,373
Average Spent	\$1,081.82	\$1,118.85	\$1,158.82
Spending Potential Index	86	89	92

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.