Community Profile

Waverly city, IA (1982875)
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Geography: Place

Population Summary	Waverly city,...
2010 Total Population	9,875
2020 Total Population	10,394
2020 Group Quarters	1,404
2026 Total Population	10,473
2026 Group Quarters	1,440
2031 Total Population	10,537
2026-2031 Annual Rate	0.12%
2026 Total Daytime Population	12,164
Workers	7,139
Residents	5,025

Household Summary	
2010 Total Households	3,547
2010 Average Household Size	2.34
2020 Total Households	3,823
2020 Average Household Size	2.35
2026 Total Households	3,902
2026 Average Household Size	2.31
2031 Total Households	3,947
2031 Average Household Size	2.30
2026-2031 Annual Rate	0.23%
2026 Families	2,459
2026 Average Family Size	2.85
2031 Families	2,477
2031 Average Family Size	2.84
2026-2031 Growth Rate	0.15%

Median Household Income	
2026	$79,330
2031	$85,018

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	Waverly city,...
2026	$40,025
2031	$44,298

2026 Households by Income	
Household Income Base	3,902
<$10,000	5.8%
$10,000-14,999	1.5%
$15,000-19,999	1.9%
$20,000-24,999	5.2%
$25,000-29,999	1.7%
$30,000-34,999	3.0%
$35,000-39,999	4.0%
$40,000-44,999	3.1%
$45,000-49,999	1.9%
$50,000-59,999	10.2%
$60,000-74,999	8.0%
$75000-99999	16.8%
$100,000-124,999	14.3%
$125,000-149,999	7.4%
$150000-199999	7.2%
$200,000-249,999	3.0%
$250,000-299,999	1.1%
$300,000-399,999	0.7%
$400,000-499,999	1.5%
$500,000+	1.7%
Average Household Income	$105,857

2026 Affordability, Mortgage and Wealth	
Housing Affordability Index	116
Percent of Income for Mortgage	18.4%
Wealth Index	82

Median Home Value	
2026	$248,064
2031	$308,314

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	Waverly city,...
Total Owner Occupied Housing Units	2,907
<$50,000	1.9%
$50,000 - $99,999	2.2%
$100,000 - $149,999	13.6%
$150,000 - $199,999	17.4%
$200,000 - $249,999	15.6%
$250,000 - $299,999	12.9%
$300,000 - $399,999	23.0%
$400,000 - $499,999	8.0%
$500,000 - $749,999	4.5%
$750,000 - $999,999	0.8%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.1%
$2,000,000 +	0.0%
Average Home Value	$275,150

Housing Unit Summary	
2010 Total Housing Units	3,733
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	5.0%
2020 Housing Units	4,166
Owner Occupied Housing Units	74.7%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	8.2%
2026 Housing Units	4,287
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	9.0%
2031 Total Housing Units	4,338
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	9.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	Waverly city,...
Males	5,110
Females	5,363

Median Age	
2010	33.1
2020	35.8
2026	36.7
2031	37.9

2026 Population by Age	
Total	10,473
0 - 4	5.1%
5 - 9	5.1%
10 - 14	6.3%
15 - 24	22.3%
25 - 34	9.3%
35 - 44	11.6%
45 - 54	11.2%
55 - 64	9.3%
65 - 74	10.3%
75 - 84	7.0%
85 +	3.4%
18 +	79.5%

2026 Population 15+ by Marital Status	
Total	8,742
Never Married	40.8%
Married	47.2%
Widowed	5.1%
Divorced	7.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	Waverly city,...
Total	6,410
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	22.2%
GED/Alternative Credential	3.0%
Some College, No Degree	13.2%
Associate Degree	11.5%
Bachelor's Degree	26.5%
Graduate/Professional Degree	18.5%

2020 Population by Race/Ethnicity	
Total	10,394
White Alone	91.8%
Black Alone	2.2%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.7%
Diversity Index	20.1

2026 Population by Race/Ethnicity	
Total	10,473
White Alone	91.5%
Black Alone	2.1%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.8%
Hispanic Origin	2.9%
Diversity Index	20.9

2026 Employed Pop 16+ by Occupation	Waverly city,...
Total	5,711
White Collar	64.4%
Management/Business/Financial	15.0%
Professional	31.1%
Sales	7.0%
Administrative Support	11.3%
Services	15.5%

2026 Employed Pop 16+ by Occupation	
Total	5,711
Blue Collar	20.1%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	1.3%
Production	5.5%
Transportation/Material Moving	10.2%
White Collar	64.4%
Management/Business/Financial	15.0%
Professional	31.1%
Sales	7.0%
Administrative Support	11.3%
Services	15.5%

2026 Civilian Population 16+ in Labor Force	
Civilian Population 16+	5,711
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	26.8%
Population 16-24 Unemployment rate	5.9%
Population 25-54 Employed	47.9%
Population 25-54 Unemployment rate	2.2%
Population 55-64 Employed	12%
Population 55-64 Unemployment rate	1.9%
Population 65+ Employed	10%
Population 65+ Unemployment rate	0.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	Waverly city,...
Total	5,536
Agriculture/Mining	1.7%
Construction	5.8%
Manufacturing	11.2%
Wholesale Trade	0.7%
Retail Trade	12.2%
Transportation/Utilities	4.0%
Information	0%
Finance/Insurance/Real Estate	4.8%
Services	56.8%
Public Administration	2.5%

2026 Consumer Spending	
Apparel & Services: Total $	$8,540,928
Average Spent	$2,188.86
Spending Potential Index	86
Education: Total $	$6,939,722
Average Spent	$1,778.50
Spending Potential Index	89
Entertainment/Recreation: Total $	$15,039,416
Average Spent	$3,854.28
Spending Potential Index	90
Food at Home: Total $	$26,948,999
Average Spent	$6,906.46
Spending Potential Index	88
Food Away from Home: Total $	$14,892,108
Average Spent	$3,816.53
Spending Potential Index	86
Health Care: Total $	$28,806,774
Average Spent	$7,382.57
Spending Potential Index	92
HH Furnishings & Equipment: Total $	$9,749,095
Average Spent	$2,498.49
Spending Potential Index	88
Personal Care Products & Services: Total $	$3,834,757
Average Spent	$982.77
Spending Potential Index	86

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2026 Consumer Spending	Waverly city,...
Shelter: Total $	$88,877,337
Average Spent	$22,777.38
Spending Potential Index	83
Support Payments/Gifts in Kind: Total $	$10,729,955
Average Spent	$2,749.86
Spending Potential Index	90
Travel: Total $	$12,307,276
Average Spent	$3,154.09
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total $	$4,266,457
Average Spent	$1,093.40
Spending Potential Index	88

Top Tapestry Segment

Waverly city,...

Classic Comfort (K4):

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.