Market Profile

Waverly, IA Waverly, IA

Rings: 5, 10, 20 mile radii

Population Summary	5 mile	10 mile	20 mile
2010 Total Population	11,822	21,396	148,242
2020 Total Population	12,501	22,255	148,392
2020 Group Quarters	1,409	1,536	6,081
2026 Total Population	12,597	22,551	148,805
2026 Group Quarters	1,445	1,579	6,185
2031 Total Population	12,665	22,700	148,955
2026-2031 Annual Rate	0.11%	0.13%	0.02%
2026 Total Daytime Population	13,385	21,239	157,929
Workers	7,405	10,477	85,651
Residents	5,980	10,762	72,278

Household Summary			
2010 Total Households	4,340	8,164	58,857
2010 Average Household Size	2.36	2.41	2.39
2020 Total Households	4,631	8,490	60,502
2020 Average Household Size	2.40	2.44	2.35
2026 Total Households	4,711	8,652	61,408
2026 Average Household Size	2.37	2.42	2.32
2031 Total Households	4,760	8,748	61,858
2031 Average Household Size	2.36	2.41	2.31
2026-2031 Annual Rate	0.21%	0.22%	0.15%
2026 Families	3,060	5,859	36,156
2026 Average Family Size	2.90	2.94	2.96
2031 Families	3,071	5,888	36,161
2031 Average Family Size	2.89	2.93	2.94
2026-2031 Growth Rate	0.07%	0.10%	0.00%

Median Household Income			
2026	$82,509	$87,464	$75,335
2031	$88,427	$95,085	$82,206

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	5 mile	10 mile	20 mile
2026	$41,511	$43,577	$39,493
2031	$45,873	$48,248	$44,278

2026 Households by Income			
Household Income Base	4,709	8,652	61,411
<$10,000	5.2%	3.7%	3.9%
$10,000-14,999	1.5%	1.6%	2.7%
$15,000-19,999	1.9%	1.6%	2.6%
$20,000-24,999	4.4%	3.4%	3.8%
$25,000-29,999	1.6%	2.0%	3.2%
$30,000-34,999	2.6%	2.2%	3.3%
$35,000-39,999	3.8%	3.3%	3.6%
$40,000-44,999	3.1%	3.2%	4.3%
$45,000-49,999	2.0%	2.3%	2.8%
$50,000-59,999	9.3%	8.0%	9.1%
$60,000-74,999	7.7%	7.9%	10.5%
$75000-99999	18.1%	18.6%	15.6%
$100,000-124,999	14.7%	15.1%	12.4%
$125,000-149,999	7.5%	8.8%	7.9%
$150000-199999	7.5%	9.0%	7.5%
$200,000-249,999	3.4%	3.7%	3.1%
$250,000-299,999	1.1%	1.3%	1.0%
$300,000-399,999	0.8%	1.0%	0.8%
$400,000-499,999	1.8%	1.6%	0.7%
$500,000+	1.9%	1.9%	1.3%
Average Household Income	$109,791	$112,405	$95,173

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	116	123	125
Percent of Income for Mortgage	18.5%	17.4%	16.9%
Wealth Index	87	93	72

Median Home Value			
2026	$260,145	$259,086	$215,830
2031	$319,614	$314,721	$270,455

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	5 mile	10 mile	20 mile
Total Owner Occupied Housing Units	3,620	6,994	41,306
<$50,000	1.6%	1.1%	2.8%
$50,000 - $99,999	2.1%	2.9%	8.8%
$100,000 - $149,999	12.0%	10.5%	14.9%
$150,000 - $199,999	16.5%	17.1%	19.0%
$200,000 - $249,999	15.1%	15.9%	14.5%
$250,000 - $299,999	13.3%	13.8%	12.1%
$300,000 - $399,999	23.1%	23.5%	15.5%
$400,000 - $499,999	9.8%	9.6%	7.3%
$500,000 - $749,999	5.5%	4.9%	4.2%
$750,000 - $999,999	0.8%	0.6%	0.5%
$1,000,000 - $1,499,999	0.1%	0.0%	0.1%
$1,500,000 - $1,999,999	0.1%	0.1%	0.1%
$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	$285,873	$283,522	$250,212

Housing Unit Summary			
2010 Total Housing Units	4,557	8,557	62,840
Owner Occupied Housing Units	75.0%	79.2%	69.5%
Renter Occupied Housing Units	25.0%	20.8%	30.5%
Vacant Housing Units	4.8%	4.6%	6.3%
2020 Housing Units	5,036	9,156	65,580
Owner Occupied Housing Units	76.9%	81.0%	67.5%
Renter Occupied Housing Units	23.1%	19.1%	32.5%
Vacant Housing Units	8.1%	7.5%	7.8%
2026 Housing Units	5,164	9,421	66,973
Owner Occupied Housing Units	76.8%	80.8%	67.3%
Renter Occupied Housing Units	23.2%	19.2%	32.7%
Vacant Housing Units	8.8%	8.2%	8.3%
2031 Total Housing Units	5,220	9,526	67,480
Owner Occupied Housing Units	77.2%	81.2%	68.0%
Renter Occupied Housing Units	22.8%	18.8%	32.0%
Vacant Housing Units	8.8%	8.2%	8.3%

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	5 mile	10 mile	20 mile
Males	6,207	11,261	73,684
Females	6,390	11,290	75,121

Median Age			
2010	35.2	39.1	35.0
2020	36.9	39.8	37.1
2026	38.0	40.8	38.1
2031	39.2	41.8	39.3

2026 Population by Age			
Total	12,597	22,550	148,806
0 - 4	5.3%	5.4%	5.8%
5 - 9	5.3%	5.6%	6.0%
10 - 14	6.6%	6.8%	6.0%
15 - 24	20.6%	16.6%	15.7%
25 - 34	8.9%	8.9%	12.7%
35 - 44	11.9%	12.4%	12.6%
45 - 54	11.9%	12.2%	11.2%
55 - 64	9.8%	10.6%	10.4%
65 - 74	10.7%	11.7%	11.1%
75 - 84	7.1%	7.5%	6.5%
85 +	3.2%	3.0%	2.5%
18 +	78.8%	78.0%	78.6%

2026 Population 15+ by Marital Status			
Total	10,443	18,539	122,306
Never Married	37.6%	30.9%	37.1%
Married	50.6%	57.4%	48.5%
Widowed	5.0%	4.9%	5.4%
Divorced	6.8%	6.9%	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 Pop 25+ by Educational Attainment	5 mile	10 mile	20 mile
Total	7,854	14,793	98,933
Less than 9th Grade	0.6%	0.8%	2.4%
9th - 12th Grade, No Diploma	3.7%	3.1%	4.1%
High School Graduate	22.3%	23.6%	25.2%
GED/Alternative Credential	3.0%	3.2%	4.1%
Some College, No Degree	13.7%	16.2%	17.8%
Associate Degree	12.2%	13.6%	13.6%
Bachelor's Degree	26.8%	25.5%	20.9%
Graduate/Professional Degree	17.7%	14.0%	11.8%

2020 Population by Race/Ethnicity			
Total	12,501	22,255	148,392
White Alone	92.6%	93.9%	80.8%
Black Alone	1.8%	1.2%	9.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.3%	1.0%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.6%
Some Other Race Alone	0.7%	0.6%	1.9%
Two or More Races	0.7%	0.6%	1.9%
Hispanic Origin	2.5%	2.1%	4.4%
Diversity Index	18.4	15.3	39.2

2026 Population by Race/Ethnicity			
Total	12,598	22,551	148,805
White Alone	92.1%	93.3%	78.7%
Black Alone	1.8%	1.2%	9.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.2%	1.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	1.1%
Some Other Race Alone	0.8%	0.7%	2.1%
Two or More Races	3.7%	3.6%	5.5%
Hispanic Origin	2.8%	2.3%	5.0%
Diversity Index	19.5	16.7	42.7

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 Pop 16+ by Occupation	5 mile	10 mile	20 mile
Total	6,894	12,241	80,742
White Collar	63.5%	60.6%	55.7%
Management/Business/Financial	15.3%	15.9%	15.4%
Professional	30.8%	28.3%	23.0%
Sales	6.8%	5.9%	7.0%
Administrative Support	10.6%	10.4%	10.4%
Services	15.2%	14.9%	18.1%

2026 Employed Pop 16+ by Occupation			
Total	6,894	12,241	80,742
Blue Collar	21.3%	24.5%	26.2%
Farming/Forestry/Fishing	1.0%	1.1%	0.9%
Construction/Extraction	2.5%	2.9%	3.3%
Installation/Maintenance/Repair	1.8%	2.8%	2.8%
Production	6.5%	8.7%	8.7%
Transportation/Material Moving	9.5%	8.9%	10.5%
White Collar	63.5%	60.6%	55.7%
Management/Business/Financial	15.3%	15.9%	15.4%
Professional	30.8%	28.3%	23.0%
Sales	6.8%	5.9%	7.0%
Administrative Support	10.6%	10.4%	10.4%
Services	15.2%	14.9%	18.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,894	12,241	80,742
Population 16+ Employed	97.1%	97.0%	95.9%
Population 16+ Unemployment rate	2.9%	3.0%	4.1%
Population 16-24 Employed	24.7%	20.1%	19.2%
Population 16-24 Unemployment rate	5.7%	5.7%	6.4%
Population 25-54 Employed	49.2%	53.0%	55.9%
Population 25-54 Unemployment rate	2.1%	2.5%	3.5%
Population 55-64 Employed	13%	15%	14%
Population 55-64 Unemployment rate	1.8%	2.3%	3.8%
Population 65+ Employed	10%	9%	7%
Population 65+ Unemployment rate	0.9%	1.2%	3.5%

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	5 mile	10 mile	20 mile
Total	6,695	11,870	77,411
Agriculture/Mining	2.6%	3.8%	2.2%
Construction	5.7%	5.5%	5.1%
Manufacturing	12.3%	16.3%	16.9%
Wholesale Trade	0.8%	1.1%	1.3%
Retail Trade	11.8%	10.7%	13.1%
Transportation/Utilities	4.1%	3.9%	4.5%
Information	0%	1%	1%
Finance/Insurance/Real Estate	5.2%	6.2%	6.2%
Services	54.2%	48.3%	46.7%
Public Administration	2.8%	3.6%	2.8%

2026 Consumer Spending			
Apparel & Services: Total $	$10,678,752	$20,093,720	$123,524,991
Average Spent	$2,266.77	$2,322.44	$2,011.55
Spending Potential Index	89	91	79
Education: Total $	$8,572,074	$15,569,840	$95,514,155
Average Spent	$1,819.59	$1,799.57	$1,555.40
Spending Potential Index	91	90	78
Entertainment/Recreation: Total $	$19,015,027	$36,666,482	$217,128,346
Average Spent	$4,036.30	$4,237.92	$3,535.83
Spending Potential Index	94	98	82
Food at Home: Total $	$33,796,518	$63,942,175	$393,149,719
Average Spent	$7,173.96	$7,390.45	$6,402.26
Spending Potential Index	91	94	81
Food Away from Home: Total $	$18,546,708	$34,557,169	$211,484,097
Average Spent	$3,936.89	$3,994.12	$3,443.92
Spending Potential Index	88	89	77
Health Care: Total $	$36,521,285	$70,789,233	$415,318,986
Average Spent	$7,752.34	$8,181.83	$6,763.27
Spending Potential Index	97	102	84
HH Furnishings & Equipment: Total $	$12,205,572	$22,966,656	$137,885,138
Average Spent	$2,590.87	$2,654.49	$2,245.39
Spending Potential Index	91	93	79
Personal Care Products & Services: Total $	$4,772,252	$8,862,752	$54,166,103
Average Spent	$1,013.00	$1,024.36	$882.07
Spending Potential Index	89	90	77

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 Consumer Spending	5 mile	10 mile	20 mile
Shelter: Total $	$110,525,748	$204,761,074	$1,273,154,729
Average Spent	$23,461.21	$23,666.33	$20,732.72
Spending Potential Index	85	86	75
Support Payments/Gifts in Kind: Total $	$13,552,537	$25,972,955	$150,598,566
Average Spent	$2,876.79	$3,001.96	$2,452.43
Spending Potential Index	94	99	81
Travel: Total $	$15,510,423	$29,550,396	$171,290,997
Average Spent	$3,292.38	$3,415.44	$2,789.39
Spending Potential Index	90	93	76
Vehicle Maintenance & Repairs: Total $	$5,398,886	$10,446,955	$62,993,904
Average Spent	$1,146.02	$1,207.46	$1,025.83
Spending Potential Index	93	97	83

Top Tapestry Segment

5 mile

Classic Comfort (K4):

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

Learn more about this segment...

10 mile

Classic Comfort (K4):

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

Learn more about this segment...

20 mile

Middle Ground (K2):

This segment is characterized by affordable Midwestern and Southern suburbs with a strong labor force.

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.