



Market Profile

Waverly, IA Waverly, IA
 Drive Times: 5, 10, 20 minute radii

Latitude: 42.7257
 Longitude: -92.4757

	5 minute	10 minute	20 minute
Population Summary			
2010 Total Population	8,218	12,447	46,081
2020 Total Population	8,499	13,077	45,959
2020 Group Quarters	1,345	1,436	2,246
2023 Total Population	8,645	13,245	46,174
2023 Group Quarters	1,346	1,436	2,241
2028 Total Population	8,808	13,450	46,215
2023-2028 Annual Rate	0.37%	0.31%	0.02%
2023 Total Daytime Population	10,280	15,287	46,831
Workers	6,174	9,056	25,671
Residents	4,106	6,231	21,160
Household Summary			
2010 Households	2,906	4,619	18,390
2010 Average Household Size	2.30	2.35	2.37
2020 Total Households	3,099	4,891	18,491
2020 Average Household Size	2.31	2.38	2.36
2023 Households	3,190	4,994	18,617
2023 Average Household Size	2.29	2.36	2.36
2028 Households	3,280	5,110	18,765
2028 Average Household Size	2.27	2.35	2.34
2023-2028 Annual Rate	0.56%	0.46%	0.16%
2010 Families	1,852	3,079	11,503
2010 Average Family Size	2.83	2.84	2.84
2023 Families	1,959	3,205	11,291
2023 Average Family Size	2.87	2.92	2.89
2028 Families	2,002	3,260	11,342
2028 Average Family Size	2.86	2.91	2.87
2023-2028 Annual Rate	0.44%	0.34%	0.09%
Housing Unit Summary			
2000 Housing Units	2,839	4,408	18,457
Owner Occupied Housing Units	66.2%	70.2%	69.3%
Renter Occupied Housing Units	28.4%	25.5%	26.5%
Vacant Housing Units	5.5%	4.3%	4.2%
2010 Housing Units	3,087	4,838	19,443
Owner Occupied Housing Units	67.5%	71.6%	67.5%
Renter Occupied Housing Units	26.6%	23.9%	27.1%
Vacant Housing Units	5.9%	4.5%	5.4%
2020 Housing Units	3,409	5,304	19,952
Owner Occupied Housing Units	66.8%	71.1%	66.9%
Renter Occupied Housing Units	24.1%	21.1%	25.8%
Vacant Housing Units	8.3%	8.1%	7.3%
2023 Housing Units	3,539	5,474	20,274
Owner Occupied Housing Units	70.1%	73.8%	68.1%
Renter Occupied Housing Units	20.0%	17.4%	23.7%
Vacant Housing Units	9.9%	8.8%	8.2%
2028 Housing Units	3,636	5,594	20,468
Owner Occupied Housing Units	70.9%	74.5%	69.0%
Renter Occupied Housing Units	19.3%	16.8%	22.6%
Vacant Housing Units	9.8%	8.7%	8.3%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	3,190	4,994	18,615
<\$15,000	8.5%	7.1%	8.2%
\$15,000 - \$24,999	8.4%	7.4%	6.5%
\$25,000 - \$34,999	6.9%	6.3%	6.8%
\$35,000 - \$49,999	9.2%	9.5%	12.1%
\$50,000 - \$74,999	20.4%	19.4%	18.6%
\$75,000 - \$99,999	15.3%	15.7%	15.7%
\$100,000 - \$149,999	20.3%	21.2%	20.4%
\$150,000 - \$199,999	7.9%	9.1%	6.7%
\$200,000+	3.1%	4.4%	4.9%
Average Household Income	\$86,013	\$93,133	\$90,609
2028 Households by Income			
Household Income Base	3,280	5,110	18,763
<\$15,000	7.3%	6.0%	7.0%
\$15,000 - \$24,999	7.5%	6.4%	5.6%
\$25,000 - \$34,999	6.2%	5.6%	5.8%
\$35,000 - \$49,999	8.8%	8.7%	11.1%
\$50,000 - \$74,999	19.9%	18.7%	18.2%
\$75,000 - \$99,999	15.1%	15.4%	15.5%
\$100,000 - \$149,999	21.6%	22.7%	22.3%
\$150,000 - \$199,999	9.9%	11.3%	8.5%
\$200,000+	3.6%	5.1%	5.8%
Average Household Income	\$95,116	\$103,433	\$101,523
2023 Owner Occupied Housing Units by Value			
Total	2,482	4,039	13,808
<\$50,000	1.8%	2.0%	2.5%
\$50,000 - \$99,999	3.9%	4.7%	6.4%
\$100,000 - \$149,999	21.5%	20.4%	18.0%
\$150,000 - \$199,999	20.0%	18.3%	25.5%
\$200,000 - \$249,999	17.9%	17.6%	14.8%
\$250,000 - \$299,999	16.6%	16.4%	14.1%
\$300,000 - \$399,999	10.6%	13.0%	12.3%
\$400,000 - \$499,999	5.5%	5.0%	3.9%
\$500,000 - \$749,999	0.9%	1.4%	1.9%
\$750,000 - \$999,999	1.0%	0.9%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$231,731	\$234,749	\$223,852
2028 Owner Occupied Housing Units by Value			
Total	2,578	4,169	14,133
<\$50,000	1.7%	1.8%	2.3%
\$50,000 - \$99,999	3.6%	4.2%	5.9%
\$100,000 - \$149,999	20.2%	19.0%	16.8%
\$150,000 - \$199,999	18.8%	17.2%	24.1%
\$200,000 - \$249,999	16.8%	16.6%	14.2%
\$250,000 - \$299,999	18.2%	17.9%	15.4%
\$300,000 - \$399,999	11.5%	14.1%	13.6%
\$400,000 - \$499,999	6.7%	6.1%	4.7%
\$500,000 - \$749,999	1.1%	1.7%	2.3%
\$750,000 - \$999,999	1.2%	1.1%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$240,182	\$243,450	\$232,513

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.

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Median Household Income			
2023	\$69,359	\$75,441	\$70,831
2028	\$75,294	\$80,800	\$77,635
Median Home Value			
2023	\$207,827	\$213,082	\$195,364
2028	\$216,956	\$223,343	\$203,102
Per Capita Income			
2023	\$31,758	\$35,209	\$36,620
2028	\$35,387	\$39,371	\$41,315
Median Age			
2010	31.6	35.7	35.5
2020	34.6	37.3	37.0
2023	36.4	39.4	39.1
2028	37.6	40.2	40.4
2020 Population by Age			
Total	8,499	13,077	45,959
0 - 4	5.4%	5.5%	5.4%
5 - 9	5.4%	6.1%	5.9%
10 - 14	6.1%	6.7%	6.2%
15 - 24	23.5%	18.8%	18.3%
25 - 34	10.0%	10.2%	11.9%
35 - 44	10.8%	11.9%	11.3%
45 - 54	9.1%	9.9%	10.0%
55 - 64	9.9%	11.2%	11.9%
65 - 74	9.6%	10.2%	10.7%
75 - 84	6.7%	6.6%	5.7%
85 +	3.5%	3.1%	2.8%
18 +	79.1%	77.7%	78.9%
2023 Population by Age			
Total	8,646	13,247	46,175
0 - 4	4.7%	4.8%	4.8%
5 - 9	5.0%	5.3%	5.1%
10 - 14	5.3%	5.5%	5.4%
15 - 24	22.2%	17.8%	16.4%
25 - 34	11.5%	11.6%	13.7%
35 - 44	10.0%	10.7%	10.9%
45 - 54	9.0%	10.0%	10.2%
55 - 64	11.2%	12.4%	12.3%
65 - 74	10.9%	11.9%	11.8%
75 - 84	6.8%	6.7%	6.5%
85 +	3.6%	3.2%	3.0%
18 +	81.9%	81.0%	81.3%
2028 Population by Age			
Total	8,808	13,448	46,215
0 - 4	4.7%	4.8%	4.8%
5 - 9	4.9%	5.2%	5.0%
10 - 14	5.4%	5.8%	5.5%
15 - 24	21.9%	17.6%	16.1%
25 - 34	9.9%	9.8%	11.8%
35 - 44	11.5%	12.2%	12.1%
45 - 54	8.8%	9.8%	10.2%
55 - 64	10.1%	11.0%	11.0%
65 - 74	10.9%	12.0%	11.9%
75 - 84	8.0%	8.2%	8.2%
85 +	4.1%	3.6%	3.4%
18 +	81.6%	80.7%	81.2%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	4,066	6,366	22,824
Females	4,433	6,711	23,135
2023 Population by Sex			
Males	4,162	6,493	23,012
Females	4,483	6,752	23,162
2028 Population by Sex			
Males	4,244	6,593	22,946
Females	4,564	6,856	23,270
2010 Population by Race/Ethnicity			
Total	8,218	12,447	46,081
White Alone	95.1%	95.9%	95.5%
Black Alone	1.8%	1.3%	1.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.2%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.4%	1.3%	1.4%
Hispanic Origin	1.4%	1.2%	1.4%
Diversity Index	12.0	10.2	11.3
2020 Population by Race/Ethnicity			
Total	8,499	13,077	45,959
White Alone	91.7%	92.8%	91.8%
Black Alone	2.2%	1.7%	1.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	3.5%	3.2%	3.8%
Hispanic Origin	2.8%	2.5%	2.5%
Diversity Index	20.4	18.0	19.8
2023 Population by Race/Ethnicity			
Total	8,646	13,245	46,174
White Alone	91.0%	92.2%	91.0%
Black Alone	2.5%	2.0%	2.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.2%
Some Other Race Alone	0.9%	0.8%	0.9%
Two or More Races	3.7%	3.5%	4.0%
Hispanic Origin	3.1%	2.7%	2.8%
Diversity Index	21.8	19.4	21.5
2028 Population by Race/Ethnicity			
Total	8,809	13,450	46,215
White Alone	90.0%	91.3%	89.5%
Black Alone	2.9%	2.3%	2.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.6%	1.3%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.3%
Some Other Race Alone	1.0%	0.9%	1.0%
Two or More Races	4.1%	3.8%	4.6%
Hispanic Origin	3.5%	3.1%	3.2%
Diversity Index	24.1	21.5	24.5

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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2020 Population by Relationship and Household Type			
Total	8,499	13,077	45,959
In Households	84.2%	89.0%	95.1%
Householder	36.2%	37.3%	40.1%
Opposite-Sex Spouse	18.9%	20.7%	20.3%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.8%	1.8%	2.4%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	22.9%	24.6%	23.4%
Adopted Child	0.4%	0.5%	0.6%
Stepchild	0.9%	0.9%	1.0%
Grandchild	0.4%	0.5%	0.8%
Brother or Sister	0.3%	0.3%	0.6%
Parent	0.2%	0.2%	0.3%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.1%
Other Relatives	0.3%	0.3%	0.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.4%	1.3%	4.8%
In Group Quarters	15.8%	11.0%	4.9%
Institutionalized	1.7%	1.8%	1.6%
Noninstitutionalized	14.1%	9.2%	3.3%
2023 Population 25+ by Educational Attainment			
Total	5,440	8,810	31,564
Less than 9th Grade	0.8%	0.7%	1.1%
9th - 12th Grade, No Diploma	2.7%	2.8%	3.0%
High School Graduate	24.5%	25.2%	23.9%
GED/Alternative Credential	2.2%	2.3%	2.9%
Some College, No Degree	15.2%	15.9%	17.8%
Associate Degree	13.5%	14.1%	14.4%
Bachelor's Degree	26.3%	24.3%	23.1%
Graduate/Professional Degree	14.8%	14.8%	13.7%
2023 Population 15+ by Marital Status			
Total	7,357	11,171	39,125
Never Married	39.0%	34.5%	36.3%
Married	48.0%	52.8%	51.9%
Widowed	6.2%	5.7%	5.0%
Divorced	6.8%	7.0%	6.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,719	7,251	25,855
Population 16+ Employed	97.2%	97.8%	97.7%
Population 16+ Unemployment rate	2.8%	2.2%	2.3%
Population 16-24 Employed	26.3%	20.8%	19.9%
Population 16-24 Unemployment rate	6.4%	5.8%	5.0%
Population 25-54 Employed	52.1%	55.1%	56.2%
Population 25-54 Unemployment rate	1.0%	1.0%	1.8%
Population 55-64 Employed	14.8%	16.9%	16.6%
Population 55-64 Unemployment rate	2.3%	2.0%	1.3%
Population 65+ Employed	6.8%	7.2%	7.4%
Population 65+ Unemployment rate	2.5%	1.9%	0.7%

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2023 Employed Population 16+ by Industry			
Total	4,587	7,088	25,267
Agriculture/Mining	1.2%	2.2%	2.3%
Construction	5.0%	5.1%	5.8%
Manufacturing	12.1%	14.2%	15.1%
Wholesale Trade	1.0%	1.7%	1.7%
Retail Trade	8.1%	7.9%	12.0%
Transportation/Utilities	4.6%	5.0%	4.0%
Information	1.2%	1.0%	1.2%
Finance/Insurance/Real Estate	8.4%	8.9%	6.2%
Services	56.0%	51.3%	48.9%
Public Administration	2.4%	2.6%	2.7%
2023 Employed Population 16+ by Occupation			
Total	4,586	7,087	25,268
White Collar	63.1%	61.6%	59.6%
Management/Business/Financial	18.7%	18.9%	15.3%
Professional	26.9%	25.6%	25.6%
Sales	6.1%	6.5%	8.9%
Administrative Support	11.4%	10.6%	9.8%
Services	18.6%	16.8%	17.8%
Blue Collar	18.2%	21.6%	22.7%
Farming/Forestry/Fishing	0.2%	0.3%	0.5%
Construction/Extraction	5.0%	4.8%	4.2%
Installation/Maintenance/Repair	2.4%	3.0%	3.8%
Production	4.1%	6.1%	7.4%
Transportation/Material Moving	6.5%	7.4%	6.8%
2020 Households by Type			
Total	3,099	4,891	18,491
Married Couple Households	52.1%	55.4%	50.9%
With Own Children <18	19.4%	21.0%	18.7%
Without Own Children <18	32.7%	34.4%	32.2%
Cohabiting Couple Households	5.1%	5.1%	6.1%
With Own Children <18	1.7%	1.7%	1.7%
Without Own Children <18	3.4%	3.4%	4.4%
Male Householder, No Spouse/Partner	15.4%	15.2%	19.3%
Living Alone	11.8%	11.8%	13.4%
65 Years and over	4.1%	4.2%	4.0%
With Own Children <18	1.5%	1.5%	1.3%
Without Own Children <18, With Relatives	1.3%	1.3%	1.7%
No Relatives Present	0.8%	0.7%	2.9%
Female Householder, No Spouse/Partner	27.5%	24.3%	23.7%
Living Alone	20.0%	17.5%	15.2%
65 Years and over	11.8%	10.2%	8.0%
With Own Children <18	4.4%	3.8%	3.4%
Without Own Children <18, With Relatives	2.5%	2.4%	2.9%
No Relatives Present	0.6%	0.6%	2.2%
2020 Households by Size			
Total	3,099	4,891	18,491
1 Person Household	31.8%	29.3%	28.6%
2 Person Household	36.7%	37.5%	37.8%
3 Person Household	12.1%	12.3%	13.2%
4 Person Household	11.2%	12.3%	12.1%
5 Person Household	5.3%	5.6%	5.4%
6 Person Household	2.1%	2.2%	2.0%
7 + Person Household	0.8%	0.9%	0.9%

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2020 Households by Tenure and Mortgage Status			
Total	3,099	4,891	18,491
Owner Occupied	73.5%	77.1%	72.2%
Owned with a Mortgage/Loan	47.5%	50.1%	46.4%
Owned Free and Clear	26.0%	27.0%	25.7%
Renter Occupied	26.5%	22.9%	27.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	131	135
Percent of Income for Mortgage	18.0%	17.0%	16.6%
Wealth Index	71	82	78
2020 Housing Units By Urban/ Rural Status			
Total	3,409	5,304	19,952
Urban Housing Units	88.1%	68.3%	60.1%
Rural Housing Units	11.9%	31.7%	39.9%
2020 Population By Urban/ Rural Status			
Total	8,499	13,077	45,959
Urban Population	88.5%	69.4%	59.3%
Rural Population	11.5%	30.6%	40.7%

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.	In Style (5B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Midlife Constants (5E)	In Style (5B)	Old and Newcomers (8F)
3.	Middleburg (4C)	Middleburg (4C)	Midlife Constants (5E)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,602,602	\$9,403,250	\$34,400,958
Average Spent	\$1,756.30	\$1,882.91	\$1,847.82
Spending Potential Index	80	86	84
Education: Total \$	\$4,403,726	\$7,377,428	\$26,953,778
Average Spent	\$1,380.48	\$1,477.26	\$1,447.80
Spending Potential Index	77	82	81
Entertainment/Recreation: Total \$	\$9,841,670	\$16,994,829	\$62,986,520
Average Spent	\$3,085.16	\$3,403.05	\$3,383.28
Spending Potential Index	82	90	89
Food at Home: Total \$	\$17,347,474	\$29,481,839	\$108,307,887
Average Spent	\$5,438.08	\$5,903.45	\$5,817.69
Spending Potential Index	80	87	86
Food Away from Home: Total \$	\$9,476,139	\$15,882,879	\$58,040,845
Average Spent	\$2,970.58	\$3,180.39	\$3,117.63
Spending Potential Index	80	85	84
Health Care: Total \$	\$19,798,120	\$34,277,468	\$125,540,416
Average Spent	\$6,206.31	\$6,863.73	\$6,743.32
Spending Potential Index	84	93	92
HH Furnishings & Equipment: Total \$	\$7,640,284	\$12,952,800	\$47,144,192
Average Spent	\$2,395.07	\$2,593.67	\$2,532.32
Spending Potential Index	81	88	86
Personal Care Products & Services: Total \$	\$2,479,700	\$4,138,823	\$15,012,054
Average Spent	\$777.34	\$828.76	\$806.36
Spending Potential Index	81	87	84
Shelter: Total \$	\$62,718,300	\$104,724,074	\$380,698,508
Average Spent	\$19,660.91	\$20,969.98	\$20,448.97
Spending Potential Index	79	85	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,392,928	\$14,225,385	\$51,018,957
Average Spent	\$2,631.01	\$2,848.50	\$2,740.45
Spending Potential Index	84	91	88
Travel: Total \$	\$5,790,339	\$9,826,983	\$35,492,650
Average Spent	\$1,815.15	\$1,967.76	\$1,906.46
Spending Potential Index	81	87	85
Vehicle Maintenance & Repairs: Total \$	\$3,440,350	\$5,847,108	\$21,710,473
Average Spent	\$1,078.48	\$1,170.83	\$1,166.16
Spending Potential Index	82	89	89

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.