Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

	5 minutes	10 minutes	20 minutes
Population Summary			
2010 Total Population	7,757	12,398	38,538
2020 Total Population	7,993	13,031	38,640
2020 Group Quarters	1,347	1,436	1,907
2023 Total Population	8,143	13,229	38,927
2023 Group Quarters	1,348	1,436	1,905
2028 Total Population	8,300	13,448	39,042
2023-2028 Annual Rate	0.38%	0.33%	0.06%
2023 Total Daytime Population	9,990	15,202	39,548
Workers	6,140	8,966	21,628
Residents	3,850	6,236	17,920
Household Summary			
2010 Households	2,719	4,605	15,163
2010 Average Household Size	2.29	2.34	2.40
2020 Total Households	2,886	4,883	15,322
2020 Average Household Size	2.30	2.37	2.40
2023 Households	2,977	4,996	15,488
2023 Average Household Size	2.28	2.36	2.39
2028 Households	3,064	5,117	15,644
2028 Average Household Size	2.27	2.35	2.37
2023-2028 Annual Rate	0.58%	0.48%	0.20%
2010 Families	1,719	3,091	9,727
2010 Average Family Size	2.82	2.82	2.87
2023 Families	1,813	3,232	9,607
2023 Average Family Size	2.87	2.91	2.92
2028 Families	1,855	3,291	9,672
2028 Average Family Size	2.86	2.89	2.90
2023-2028 Annual Rate	0.46%	0.36%	0.13%
Housing Unit Summary			
2000 Housing Units	2,675	4,383	15,327
Owner Occupied Housing Units	65.3%	70.5%	70.2%
Renter Occupied Housing Units	29.1%	25.2%	25.2%
Vacant Housing Units	5.5%	4.3%	4.6%
2010 Housing Units	2,888	4,824	16,087
Owner Occupied Housing Units	66.7%	72.1%	69.3%
Renter Occupied Housing Units	27.4%	23.4%	25.0%
Vacant Housing Units	5.9%	4.5%	5.7%
2020 Housing Units	3,176	5,291	16,584
Owner Occupied Housing Units	66.1%	71.4%	68.5%
Renter Occupied Housing Units	24.8%	20.8%	23.8%
Vacant Housing Units	8.4%	8.0%	7.4%
2023 Housing Units	3,300	5,469	16,893
Owner Occupied Housing Units	69.4%	74.2%	69.5%
Renter Occupied Housing Units	20.8%	17.2%	22.2%
Vacant Housing Units	9.8%	8.6%	8.3%
2028 Housing Units	3,393	5,594	17,083
Owner Occupied Housing Units	70.2%	74.9%	70.4%
Renter Occupied Housing Units	20.1%	16.5%	21.2%
Vacant Housing Units	9.7%	8.5%	8.4%

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 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	2,977	4,996	15,488
<$15,000	8.8%	6.9%	7.8%
$15,000 - $24,999	8.6%	7.2%	6.3%
$25,000 - $34,999	7.0%	6.2%	6.7%
$35,000 - $49,999	9.2%	9.1%	11.8%
$50,000 - $74,999	20.4%	19.3%	18.9%
$75,000 - $99,999	14.9%	15.6%	16.3%
$100,000 - $149,999	19.8%	21.5%	20.2%
$150,000 - $199,999	8.1%	9.3%	7.0%
$200,000+	3.2%	4.7%	5.0%
Average Household Income	$85,648	$94,545	$91,625
2028 Households by Income			
Household Income Base	3,064	5,117	15,644
<$15,000	7.5%	5.9%	6.6%
$15,000 - $24,999	7.7%	6.3%	5.4%
$25,000 - $34,999	6.4%	5.5%	5.7%
$35,000 - $49,999	8.8%	8.4%	10.7%
$50,000 - $74,999	19.9%	18.6%	18.5%
$75,000 - $99,999	14.8%	15.3%	16.1%
$100,000 - $149,999	21.1%	22.9%	22.1%
$150,000 - $199,999	10.1%	11.6%	8.9%
$200,000+	3.7%	5.4%	5.9%
Average Household Income	$94,935	$104,961	$102,677
2023 Owner Occupied Housing Units by Value			
Total	2,289	4,058	11,738
<$50,000	1.9%	2.0%	2.4%
$50,000 - $99,999	4.0%	4.4%	7.0%
$100,000 - $149,999	22.5%	20.0%	18.8%
$150,000 - $199,999	19.7%	18.3%	24.3%
$200,000 - $249,999	17.4%	17.3%	14.4%
$250,000 - $299,999	16.2%	16.7%	14.0%
$300,000 - $399,999	10.6%	13.4%	12.2%
$400,000 - $499,999	5.3%	5.2%	4.1%
$500,000 - $749,999	0.9%	1.6%	2.0%
$750,000 - $999,999	1.1%	1.0%	0.6%
$1,000,000 - $1,499,999	0.2%	0.2%	0.1%
$1,500,000 - $1,999,999	0.1%	0.1%	0.1%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$230,507	$237,731	$224,491
2028 Owner Occupied Housing Units by Value			
Total	2,382	4,191	12,018
<$50,000	1.8%	1.8%	2.2%
$50,000 - $99,999	3.7%	4.0%	6.5%
$100,000 - $149,999	21.2%	18.6%	17.6%
$150,000 - $199,999	18.6%	17.1%	22.9%
$200,000 - $249,999	16.3%	16.3%	13.7%
$250,000 - $299,999	17.8%	18.2%	15.3%
$300,000 - $399,999	11.5%	14.5%	13.5%
$400,000 - $499,999	6.5%	6.3%	5.0%
$500,000 - $749,999	1.1%	1.8%	2.4%
$750,000 - $999,999	1.3%	1.2%	0.7%
$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	$239,100	$246,738	$233,016

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

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Median Household Income			
2023	$68,334	$76,371	$72,256
2028	$74,440	$81,852	$78,543
Median Home Value			
2023	$205,402	$215,371	$194,796
2028	$214,755	$225,988	$202,576
Per Capita Income			
2023	$31,252	$35,589	$36,791
2028	$34,900	$39,782	$41,498
Median Age			
2010	30.8	35.6	36.8
2020	33.9	37.2	38.0
2023	35.6	39.4	39.9
2028	37.0	40.2	41.2
2020 Population by Age			
Total	7,993	13,031	38,640
0 - 4	5.3%	5.5%	5.3%
5 - 9	5.4%	6.2%	6.0%
10 - 14	6.1%	6.7%	6.4%
15 - 24	24.4%	18.8%	17.2%
25 - 34	10.0%	10.1%	11.5%
35 - 44	10.8%	11.9%	11.5%
45 - 54	9.0%	10.1%	10.2%
55 - 64	9.8%	11.1%	12.2%
65 - 74	9.3%	10.1%	10.9%
75 - 84	6.4%	6.5%	5.9%
85 +	3.5%	3.0%	2.8%
18 +	79.2%	77.5%	78.6%
2023 Population by Age			
Total	8,142	13,227	38,926
0 - 4	4.6%	4.8%	4.8%
5 - 9	4.9%	5.3%	5.2%
10 - 14	5.2%	5.6%	5.4%
15 - 24	23.0%	17.9%	15.5%
25 - 34	11.6%	11.5%	13.6%
35 - 44	9.9%	10.7%	10.9%
45 - 54	8.9%	10.1%	10.5%
55 - 64	10.9%	12.4%	12.6%
65 - 74	10.6%	11.8%	12.0%
75 - 84	6.7%	6.7%	6.6%
85 +	3.6%	3.1%	2.9%
18 +	82.1%	80.8%	81.2%
2028 Population by Age			
Total	8,300	13,447	39,042
0 - 4	4.7%	4.8%	4.8%
5 - 9	4.9%	5.2%	5.1%
10 - 14	5.4%	5.8%	5.6%
15 - 24	22.6%	17.7%	15.1%
25 - 34	10.0%	9.8%	11.8%
35 - 44	11.5%	12.1%	12.0%
45 - 54	8.7%	9.9%	10.4%
55 - 64	9.9%	11.0%	11.3%
65 - 74	10.6%	11.9%	12.1%
75 - 84	7.9%	8.2%	8.3%
85 +	4.0%	3.6%	3.4%
18 +	81.7%	80.6%	81.0%
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	3,824	6,352	19,223
Females	4,169	6,679	19,417
2023 Population by Sex			
Males	3,926	6,487	19,431
Females	4,217	6,742	19,496
2028 Population by Sex			
Males	4,005	6,593	19,409
Females	4,295	6,855	19,633
2010 Population by Race/Ethnicity			
Total	7,758	12,397	38,538
White Alone	94.9%	96.0%	96.2%
Black Alone	1.9%	1.4%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.3%	1.0%	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%	1.2%	1.3%
Diversity Index	12.2	10.1	9.8
2020 Population by Race/Ethnicity			
Total	7,993	13,031	38,640
White Alone	91.4%	92.7%	92.7%
Black Alone	2.3%	1.7%	1.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.1%
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%	3.5%
Hispanic Origin	2.9%	2.5%	2.4%
Diversity Index	20.9	18.0	17.9
2023 Population by Race/Ethnicity			
Total	8,143	13,230	38,927
White Alone	90.8%	92.2%	92.0%
Black Alone	2.6%	2.0%	1.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.9%
Two or More Races	3.7%	3.4%	3.8%
Hispanic Origin	3.1%	2.7%	2.6%
Diversity Index	22.4	19.4	19.4
2028 Population by Race/Ethnicity			
Total	8,301	13,447	39,042
White Alone	89.7%	91.3%	90.8%
Black Alone	3.0%	2.3%	2.3%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.2%
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%	4.3%
Hispanic Origin	3.5%	3.1%	3.0%
Diversity Index	24.7	21.5	22.2

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: 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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2020 Population by Relationship and Household Type			
Total	7,993	13,031	38,640
In Households	83.1%	89.0%	95.1%
Householder	35.7%	37.2%	39.9%
Opposite-Sex Spouse	18.5%	20.7%	20.9%
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	22.7%	24.7%	23.7%
Adopted Child	0.5%	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%	0.5%
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%	4.1%
In Group Quaters	16.9%	11.0%	4.9%
Institutionalized	1.9%	1.8%	1.5%
Noninstitutionalized	15.0%	9.2%	3.4%
2023 Population 25+ by Educational Attainment			
Total	5,071	8,779	26,915
Less than 9th Grade	0.8%	0.7%	1.0%
9th - 12th Grade, No Diploma	2.9%	2.8%	3.2%
High School Graduate	24.6%	24.7%	24.7%
GED/Alternative Credential	2.2%	2.2%	3.0%
Some College, No Degree	15.2%	15.6%	17.8%
Associate Degree	13.4%	13.9%	15.0%
Bachelor's Degree	25.9%	25.0%	22.3%
Graduate/Professional Degree	15.0%	15.1%	13.1%
2023 Population 15+ by Marital Status			
Total	6,941	11,151	32,933
Never Married	40.6%	34.2%	34.1%
Married	46.2%	53.0%	53.6%
Widowed	6.2%	5.7%	5.2%
Divorced	7.1%	7.1%	7.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,462	7,240	21,690
Population 16+ Employed	97.2%	97.7%	97.6%
Population 16+ Unemployment rate	2.8%	2.3%	2.4%
Population 16-24 Employed	27.1%	21.0%	18.4%
Population 16-24 Unemployment rate	6.5%	5.7%	5.7%
Population 25-54 Employed	52.0%	55.0%	56.9%
Population 25-54 Unemployment rate	1.0%	1.1%	1.9%
Population 55-64 Employed	14.3%	17.0%	17.2%
Population 55-64 Unemployment rate	2.4%	1.9%	1.5%
Population 65+ Employed	6.6%	7.0%	7.6%
Population 65+ Unemployment rate	2.4%	2.0%	0.8%

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2023 Employed Population 16+ by Industry			
Total	4,336	7,073	21,160
Agriculture/Mining	1.3%	2.1%	2.6%
Construction	4.9%	5.0%	6.1%
Manufacturing	12.0%	14.2%	15.6%
Wholesale Trade	1.1%	1.6%	1.8%
Retail Trade	8.2%	8.0%	11.4%
Transportation/Utilities	4.3%	4.8%	4.4%
Information	1.1%	1.1%	1.2%
Finance/Insurance/Real Estate	8.1%	8.8%	6.5%
Services	56.5%	51.6%	47.8%
Public Administration	2.5%	2.8%	2.5%
2023 Employed Population 16+ by Occupation			
Total	4,335	7,076	21,159
White Collar	62.7%	62.3%	58.9%
Management/Business/Financial	17.9%	18.9%	15.9%
Professional	27.3%	26.5%	24.7%
Sales	6.1%	6.3%	8.3%
Administrative Support	11.3%	10.5%	10.1%
Services	18.9%	16.7%	16.9%
Blue Collar	18.5%	21.0%	24.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.5%
Construction/Extraction	4.8%	4.7%	4.6%
Installation/Maintenance/Repair	2.4%	3.0%	4.1%
Production	4.3%	5.8%	7.9%
Transportation/Material Moving	6.8%	7.2%	7.1%
2020 Households by Type			
Total	2,886	4,883	15,322
Married Couple Households	51.5%	55.9%	52.4%
With Own Children <18	19.4%	21.3%	19.1%
Without Own Children <18	32.1%	34.5%	33.3%
Cohabiting Couple Households	5.2%	5.1%	6.0%
With Own Children <18	1.7%	1.7%	1.8%
Without Own Children <18	3.5%	3.4%	4.3%
Male Householder, No Spouse/Partner	15.6%	15.0%	18.5%
Living Alone	11.9%	11.5%	13.1%
65 Years and over	4.2%	4.1%	4.0%
With Own Children <18	1.5%	1.5%	1.3%
Without Own Children <18, With Relatives	1.3%	1.4%	1.7%
No Relatives Present	0.8%	0.7%	2.4%
Female Householder, No Spouse/Partner	27.7%	24.1%	23.0%
Living Alone	20.1%	17.4%	15.1%
65 Years and over	11.8%	10.1%	8.2%
With Own Children <18	4.4%	3.8%	3.3%
Without Own Children <18, With Relatives	2.5%	2.4%	2.8%
No Relatives Present	0.6%	0.6%	1.9%
2020 Households by Size			
Total	2,886	4,883	15,322
1 Person Household	32.1%	28.9%	28.2%
2 Person Household	36.4%	37.5%	38.1%
3 Person Household	12.1%	12.6%	13.1%
4 Person Household	11.2%	12.4%	12.1%
5 Person Household	5.3%	5.7%	5.5%
6 Person Household	2.1%	2.2%	2.1%
7 + Person Household	0.8%	0.8%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	2,886	4,883	15,322
Owner Occupied	72.7%	77.4%	74.2%
Owned with a Mortgage/Loan	47.4%	50.4%	47.6%
Owned Free and Clear	25.4%	27.0%	26.5%
Renter Occupied	27.3%	22.6%	25.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	132	138
Percent of Income for Mortgage	18.1%	16.9%	16.2%
Wealth Index	71	84	80
2020 Housing Units By Urban/ Rural Status			
Total	3,176	5,291	16,584
Urban Housing Units	87.7%	68.5%	53.2%
Rural Housing Units	12.3%	31.5%	46.8%
2020 Population By Urban/ Rural Status			
Total	7,993	13,031	38,640
Urban Population	88.3%	69.6%	52.5%
Rural Population	11.7%	30.4%	47.5%

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.	Midlife Constants (5E)	In Style (5B)	Midlife Constants (5E)
3.	In Style (5B)	Middleburg (4C)	Old and Newcomers (8F)
2023 Consumer Spending			
Apparel & Services: Total $	$5,213,263	$9,548,399	$28,803,197
Average Spent	$1,751.18	$1,911.21	$1,859.71
Spending Potential Index	80	87	85
Education: Total $	$4,080,265	$7,525,975	$22,457,535
Average Spent	$1,370.60	$1,506.40	$1,450.00
Spending Potential Index	76	84	81
Entertainment/Recreation: Total $	$9,159,597	$17,199,161	$53,420,861
Average Spent	$3,076.79	$3,442.59	$3,449.18
Spending Potential Index	81	91	91
Food at Home: Total $	$16,151,107	$29,876,629	$91,130,867
Average Spent	$5,425.30	$5,980.11	$5,883.97
Spending Potential Index	80	88	87
Food Away from Home: Total $	$8,815,943	$16,131,474	$48,590,851
Average Spent	$2,961.35	$3,228.88	$3,137.32
Spending Potential Index	80	87	84
Health Care: Total $	$18,445,261	$34,672,106	$106,500,640
Average Spent	$6,195.92	$6,939.97	$6,876.33
Spending Potential Index	84	94	93
HH Furnishings & Equipment: Total $	$7,102,470	$13,145,926	$39,667,132
Average Spent	$2,385.78	$2,631.29	$2,561.15
Spending Potential Index	81	89	87
Personal Care Products & Services: Total $	$2,303,160	$4,208,824	$12,551,012
Average Spent	$773.65	$842.44	$810.37
Spending Potential Index	81	88	85
Shelter: Total $	$58,255,662	$106,460,338	$318,344,643
Average Spent	$19,568.58	$21,309.11	$20,554.28
Spending Potential Index	79	86	83
Support Payments/Cash Contributions/Gifts in Kind: Total $	$7,773,038	$14,459,963	$42,961,518
Average Spent	$2,611.03	$2,894.31	$2,773.86
Spending Potential Index	83	93	89
Travel: Total $	$5,375,422	$9,988,203	$29,891,964
Average Spent	$1,805.65	$1,999.24	$1,930.01
Spending Potential Index	80	89	86
Vehicle Maintenance & Repairs: Total $	$3,203,367	$5,922,350	$18,288,658
Average Spent	$1,076.04	$1,185.42	$1,180.83
Spending Potential Index	82	90	90

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.

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