

# Housing Profile

Waverly, Iowa  
 Pink Daisy Boutique  
 Drive time: 5 minute radius



Population		Households	
2020 Total Population	7,805	2025 Median Household Income	\$75,602
2025 Total Population	7,966	2030 Median Household Income	\$79,340
2030 Total Population	8,064	2025-2030 Annual Rate	0.97%
2025-2030 Annual Rate	0.24%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,109	100.0%	3,242	100.0%	3,309	100.0%
Occupied	2,823	90.8%	2,914	89.9%	2,975	89.9%
Owner	2,042	72.3%	2,113	72.5%	2,179	73.2%
Renter	781	27.7%	801	27.5%	796	26.8%
Vacant	265	8.5%	328	10.1%	334	10.1%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	2,113	100.0%	2,179	100.0%
<\$50,000	47	2.2%	32	1.5%
\$50,000-\$99,999	64	3.0%	28	1.3%
\$100,000-\$149,999	316	15.0%	193	8.9%
\$150,000-\$199,999	404	19.1%	341	15.7%
\$200,000-\$249,999	326	15.4%	297	13.6%
\$250,000-\$299,999	283	13.4%	320	14.7%
\$300,000-\$399,999	409	19.4%	529	24.3%
\$400,000-\$499,999	164	7.8%	258	11.8%
\$500,000-\$749,999	77	3.6%	140	6.4%
\$750,000-\$999,999	19	0.9%	32	1.5%
\$1,000,000-\$1,499,999	1	0.1%	2	0.1%
\$1,500,000-\$1,999,999	2	0.1%	5	0.2%
\$2,000,000+	1	0.1%	1	0.1%
Median Value	\$234,586		\$280,859	
Average Value	\$262,883		\$308,177	

**Data Note:** Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	3,109	100.0%
Urban Housing Units	2,723	87.6%
Rural Housing Units	386	12.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	2,042	100.0%
Owned with a Mortgage/Loan	1,335	65.4%
Owned Free and Clear	708	34.7%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	265	100.0%
For Rent	119	44.9%
Rented- Not Occupied	6	2.3%
For Sale Only	53	20.0%
Sold - Not Occupied	18	6.8%
Seasonal/Recreational/Occasional Use	22	8.3%
For Migrant Workers	1	0.4%
Other Vacant	46	17.4%

	Census 2020 Occupied Housing Units by Age of Householder and Home Ownership		
	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	2,823	2,042	72.3%
15-24	115	21	1.0%
25-34	427	245	12.0%
35-44	482	352	17.2%
45-54	406	314	15.4%
55-59	230	178	8.7%
60-64	218	177	8.7%
65-74	468	379	18.6%
75-84	320	262	12.8%
85+	157	113	5.5%

Data Note: Persons of Hispanic Origin may be of any race.

## Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,823	2,042	72.3%
White Alone	2,698	1,999	97.9%
Black/African American Alone	20	3	0.1%
American Indian/Alaska Native Alone	1	0	0.0%
Asian Alone	25	8	0.4%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	16	6	0.3%
Two or More Races	62	26	1.3%
Hispanic Origin	34	13	0.6%

## Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,823	2,042	72.3%
1-Person	907	486	23.8%
2-Person	1,024	843	41.3%
3-Person	341	253	12.4%
4-Person	316	269	13.2%
5-Person	151	132	6.5%
6-Person	61	43	2.1%
7+ Person	21	14	0.7%

## 2025 Housing Affordability

Housing Affordability Index	111
Percent of Income for Mortgage	19.4%

**Data Note:** Persons of Hispanic Origin may be of any race.

# Housing Profile

Waverly, Iowa  
 Pink Daisy Boutique  
 Drive time: 10 minute radius



Population		Households	
2020 Total Population	11,646	2025 Median Household Income	\$79,370
2025 Total Population	11,852	2030 Median Household Income	\$83,889
2030 Total Population	11,973	2025-2030 Annual Rate	1.11%
2025-2030 Annual Rate	0.20%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,717	100.0%	4,897	100.0%	4,982	100.0%
Occupied	4,340	92.0%	4,456	91.0%	4,532	91.0%
Owner	3,303	76.1%	3,396	76.2%	3,484	76.9%
Renter	1,037	23.9%	1,060	23.8%	1,048	23.1%
Vacant	388	8.2%	441	9.0%	450	9.0%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	3,396	100.0%	3,484	100.0%
<\$50,000	80	2.4%	53	1.5%
\$50,000-\$99,999	110	3.2%	56	1.6%
\$100,000-\$149,999	454	13.4%	269	7.7%
\$150,000-\$199,999	598	17.6%	476	13.7%
\$200,000-\$249,999	530	15.6%	476	13.7%
\$250,000-\$299,999	432	12.7%	471	13.5%
\$300,000-\$399,999	706	20.8%	894	25.7%
\$400,000-\$499,999	288	8.5%	438	12.6%
\$500,000-\$749,999	163	4.8%	292	8.4%
\$750,000-\$999,999	25	0.7%	42	1.2%
\$1,000,000-\$1,499,999	2	0.1%	3	0.1%
\$1,500,000-\$1,999,999	5	0.1%	10	0.3%
\$2,000,000+	3	0.1%	2	0.1%
Median Value	\$242,972		\$293,684	
Average Value	\$273,222		\$320,104	

**Data Note:** Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	4,717	100.0%
Urban Housing Units	3,615	76.6%
Rural Housing Units	1,102	23.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	3,303	100.0%
Owned with a Mortgage/Loan	2,138	64.7%
Owned Free and Clear	1,165	35.3%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	388	100.0%
For Rent	169	43.6%
Rented- Not Occupied	8	2.1%
For Sale Only	77	19.9%
Sold - Not Occupied	33	8.5%
Seasonal/Recreational/Occasional Use	30	7.7%
For Migrant Workers	1	0.3%
Other Vacant	70	18.0%

	Census 2020 Occupied Housing Units by Age of Householder and Home Ownership		
	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	4,340	3,303	76.1%
15-24	164	34	1.0%
25-34	618	379	11.5%
35-44	743	568	17.2%
45-54	628	503	15.2%
55-59	365	296	9.0%
60-64	378	316	9.6%
65-74	730	621	18.8%
75-84	501	428	13.0%
85+	211	157	4.8%

Data Note: Persons of Hispanic Origin may be of any race.

## Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,340	3,303	76.1%
White Alone	4,165	3,233	97.9%
Black/African American Alone	26	5	0.1%
American Indian/Alaska Native Alone	2	0	0.0%
Asian Alone	34	12	0.4%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	23	9	0.3%
Two or More Races	91	45	1.4%
Hispanic Origin	52	22	0.7%

## Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,340	3,303	76.1%
1-Person	1,296	752	22.8%
2-Person	1,631	1,388	42.0%
3-Person	526	406	12.3%
4-Person	520	454	13.8%
5-Person	236	211	6.4%
6-Person	97	68	2.1%
7+ Person	34	24	0.7%

## 2025 Housing Affordability

Housing Affordability Index	113
Percent of Income for Mortgage	19.2%

**Data Note:** Persons of Hispanic Origin may be of any race.



**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

© 2026 Esri

# Housing Profile

Waverly, Iowa  
 Pink Daisy Boutique  
 Drive time: 20 minute radius



Population		Households	
2020 Total Population	29,487	2025 Median Household Income	\$80,656
2025 Total Population	29,914	2030 Median Household Income	\$86,570
2030 Total Population	30,157	2025-2030 Annual Rate	1.43%
2025-2030 Annual Rate	0.16%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	12,555	100.0%	12,911	100.0%	13,062	100.0%
Occupied	11,679	93.0%	11,893	92.1%	12,033	92.1%
Owner	9,064	77.6%	9,228	77.6%	9,421	78.3%
Renter	2,615	22.4%	2,665	22.4%	2,612	21.7%
Vacant	943	7.5%	1,018	7.9%	1,028	7.9%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	9,228	100.0%	9,421	100.0%
<\$50,000	181	2.0%	130	1.4%
\$50,000-\$99,999	431	4.7%	242	2.6%
\$100,000-\$149,999	1,098	11.9%	652	6.9%
\$150,000-\$199,999	1,785	19.3%	1,328	14.1%
\$200,000-\$249,999	1,452	15.7%	1,377	14.6%
\$250,000-\$299,999	1,244	13.5%	1,387	14.7%
\$300,000-\$399,999	1,857	20.1%	2,432	25.8%
\$400,000-\$499,999	738	8.0%	1,126	11.9%
\$500,000-\$749,999	376	4.1%	645	6.8%
\$750,000-\$999,999	48	0.5%	76	0.8%
\$1,000,000-\$1,499,999	3	0.0%	4	0.0%
\$1,500,000-\$1,999,999	7	0.1%	13	0.1%
\$2,000,000+	7	0.1%	8	0.1%
Median Value	\$238,516		\$285,364	
Average Value	\$264,994		\$307,862	

**Data Note:** Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	12,555	100.0%
Urban Housing Units	5,674	45.2%
Rural Housing Units	6,881	54.8%

  

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	9,064	100.0%
Owned with a Mortgage/Loan	5,823	64.2%
Owned Free and Clear	3,241	35.8%

  

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	943	100.0%
For Rent	344	36.5%
Rented- Not Occupied	21	2.2%
For Sale Only	155	16.4%
Sold - Not Occupied	82	8.7%
Seasonal/Recreational/Occasional Use	90	9.5%
For Migrant Workers	3	0.3%
Other Vacant	249	26.4%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
15-24	584	132	1.5%
25-34	1,644	1,013	11.2%
35-44	1,916	1,507	16.6%
45-54	1,742	1,438	15.9%
55-59	1,047	876	9.7%
60-64	1,135	975	10.8%
65-74	1,980	1,757	19.4%
75-84	1,169	1,023	11.3%
85+	460	341	3.8%

Data Note: Persons of Hispanic Origin may be of any race.

**Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership**

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
White Alone	11,208	8,832	97.4%
Black/African American Alone	85	21	0.2%
American Indian/Alaska Native Alone	9	2	0.0%
Asian Alone	72	31	0.3%
Pacific Islander Alone	5	0	0.0%
Other Race Alone	58	36	0.4%
Two or More Races	242	142	1.6%
Hispanic Origin	128	67	0.7%

**Census 2020 Occupied Housing Units by Size and Home Ownership**

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
1-Person	3,264	1,995	22.0%
2-Person	4,456	3,803	42.0%
3-Person	1,478	1,185	13.1%
4-Person	1,424	1,210	13.3%
5-Person	675	585	6.5%
6-Person	262	198	2.2%
7+ Person	118	87	1.0%

**2025 Housing Affordability**

Housing Affordability Index	116
Percent of Income for Mortgage	18.5%

**Data Note:** Persons of Hispanic Origin may be of any race.