


Market Profile

Waverly, Iowa
Pink Daisy Boutique
Drive time: 5, 10, 20 minute radii



Population Summary	5 minutes	10 minutes	20 minutes
2010 Total Population	7,591	11,081	28,858
2020 Total Population	7,805	11,646	29,487
2020 Group Quarters	1,350	1,419	1,718
2025 Total Population	7,966	11,852	29,914
2025 Group Quarters	1,383	1,453	1,752
2030 Total Population	8,064	11,973	30,157
2025-2030 Annual Rate	0.24%	0.20%	0.16%
2025 Total Daytime Population	9,628	13,403	30,960
Workers	5,779	7,664	16,557
Residents	3,849	5,739	14,403
Household Summary			
2010 Total Households	2,670	4,077	11,400
2010 Average Household Size	2.27	2.33	2.37
2020 Total Households	2,823	4,340	11,679
2020 Average Household Size	2.29	2.36	2.38
2025 Total Households	2,914	4,456	11,893
2025 Average Household Size	2.26	2.33	2.37
2030 Total Households	2,975	4,532	12,034
2030 Average Household Size	2.25	2.32	2.36
2025-2030 Annual Rate	0.42%	0.34%	0.24%
2025 Families	1,786	2,843	7,673
2025 Average Family Size	2.84	2.87	2.90
2030 Families	1,806	2,864	7,695
2030 Average Family Size	2.82	2.85	2.89
2025-2030 Growth Rate	0.2%	0.1%	0.1%
Median Household Income			
2025	\$75,602	\$79,370	\$80,656
2030	\$79,340	\$83,889	\$86,570

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	5 minutes	10 minutes	20 minutes
2025	\$35,482	\$38,362	\$40,108
2030	\$38,664	\$41,799	\$44,039

2025 Households by Income

Household Income Base	5 minutes	10 minutes	20 minutes
<\$10,000	6.6%	5.5%	3.6%
\$10,000-14,999	2.0%	1.7%	1.8%
\$15,000-19,999	2.7%	2.1%	1.9%
\$20,000-24,999	4.6%	4.4%	2.8%
\$25,000-29,999	1.7%	1.7%	2.5%
\$30,000-34,999	3.2%	3.0%	3.3%
\$35,000-39,999	4.6%	4.3%	4.3%
\$40,000-44,999	3.1%	3.3%	4.2%
\$45,000-49,999	2.2%	2.3%	3.4%
\$50,000-59,999	10.5%	9.8%	7.8%
\$60,000-74,999	8.1%	8.0%	9.2%
\$75000-99999	17.3%	17.4%	17.9%
\$100,000-124,999	13.1%	14.1%	13.4%
\$125,000-149,999	6.1%	6.6%	7.3%
\$150000-199999	6.4%	7.5%	8.6%
\$200,000-249,999	3.0%	3.3%	3.4%
\$250,000-299,999	1.0%	1.1%	1.1%
\$300,000-399,999	0.6%	0.7%	0.7%
\$400,000-499,999	1.1%	1.2%	0.9%
\$500,000+	2.0%	2.1%	1.9%
Average Household Income	\$97,759	\$101,921	\$101,220

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	111	113	116
Percent of Income for Mortgage	19.4%	19.2%	18.5%
Wealth Index	82	90	87

Median Home Value

2025	\$234,586	\$242,972	\$238,516
2030	\$280,859	\$293,684	\$285,364



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2025 Home Value	5 minutes	10 minutes	20 minutes
Total Owner Occupied Housing Units	2,113	3,396	9,228
<\$50,000	2.2%	2.4%	2.0%
\$50,000 - \$99,999	3.0%	3.2%	4.7%
\$100,000 - \$149,999	15.0%	13.4%	11.9%
\$150,000 - \$199,999	19.1%	17.6%	19.3%
\$200,000 - \$249,999	15.4%	15.6%	15.7%
\$250,000 - \$299,999	13.4%	12.7%	13.5%
\$300,000 - \$399,999	19.4%	20.8%	20.1%
\$400,000 - \$499,999	7.8%	8.5%	8.0%
\$500,000 - \$749,999	3.6%	4.8%	4.1%
\$750,000 - \$999,999	0.9%	0.7%	0.5%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.0%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$262,883	\$273,222	\$264,994

Housing Unit Summary

2010 Total Housing Units	2,834	4,278	11,991
Owner Occupied Housing Units	70.5%	74.0%	76.8%
Renter Occupied Housing Units	29.5%	26.0%	23.3%
Vacant Housing Units	5.8%	4.7%	4.9%
2020 Housing Units	3,109	4,717	12,555
Owner Occupied Housing Units	72.3%	76.1%	77.6%
Renter Occupied Housing Units	27.7%	23.9%	22.4%
Vacant Housing Units	8.5%	8.2%	7.5%
2025 Housing Units	3,242	4,897	12,911
Owner Occupied Housing Units	72.5%	76.2%	77.6%
Renter Occupied Housing Units	27.5%	23.8%	22.4%
Vacant Housing Units	10.1%	9.0%	7.9%
2030 Total Housing Units	3,309	4,982	13,062
Owner Occupied Housing Units	73.2%	76.9%	78.3%
Renter Occupied Housing Units	26.8%	23.1%	21.7%
Vacant Housing Units	10.1%	9.0%	7.9%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	5 minutes	10 minutes	20 minutes
Males	3,842	5,806	14,978
Females	4,124	6,046	14,936

Median Age	5 minutes	10 minutes	20 minutes
2010	30.3	34.7	38.9
2020	33.4	36.6	39.6
2025	34.4	37.6	40.4
2030	35.6	38.9	41.4

2025 Population by Age	5 minutes	10 minutes	20 minutes
Total	7,967	11,851	29,913
0 - 4	5.0%	5.2%	5.3%
5 - 9	4.9%	5.3%	5.7%
10 - 14	6.0%	6.4%	6.4%
15 - 24	25.4%	20.8%	15.8%
25 - 34	9.3%	9.3%	10.5%
35 - 44	11.0%	11.8%	12.3%
45 - 54	10.0%	10.9%	11.5%
55 - 64	8.8%	9.6%	10.9%
65 - 74	9.8%	10.7%	11.7%
75 - 84	6.8%	7.2%	7.4%
85 +	3.6%	3.3%	3.0%
18 +	80.3%	79.1%	78.6%

2025 Population 15+ by Marital Status	5 minutes	10 minutes	20 minutes
Total	6,702	9,850	24,720
Never Married	45.3%	39.2%	31.0%
Married	42.1%	48.9%	56.0%
Widowed	5.8%	5.5%	5.8%
Divorced	6.8%	6.4%	7.3%

2025 Pop 25+ by Educational Attainment	5 minutes	10 minutes	20 minutes
Total	4,681	7,383	20,009
Less than 9th Grade	0.7%	0.7%	1.0%
9th - 12th Grade, No Diploma	4.3%	3.8%	3.4%
High School Graduate	25.1%	24.9%	25.8%
GED/Alternative Credential	2.6%	2.9%	3.6%
Some College, No Degree	11.9%	12.6%	15.6%
Associate Degree	11.1%	12.2%	13.9%
Bachelor's Degree	28.7%	26.9%	24.3%
Graduate/Professional Degree	15.6%	16.0%	12.3%

2020 Population by Race/Ethnicity

Total	7,805	11,646	29,487
White Alone	91.2%	92.3%	93.7%
Black Alone	2.4%	1.9%	1.3%
American Indian Alone	0.3%	0.2%	0.1%
Asian Alone	1.7%	1.4%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	0.7%
Two or More Races	0.9%	0.8%	0.7%
Hispanic Origin	2.9%	2.6%	2.2%
Diversity Index	21.3	18.9	15.8

2025 Population by Race/Ethnicity

Total	7,967	11,852	29,915
White Alone	90.6%	91.7%	93.1%
Black Alone	2.6%	2.1%	1.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.6%	1.4%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	3.9%	3.6%	3.6%
Hispanic Origin	3.1%	2.8%	2.4%
Diversity Index	22.6	20.2	17.3



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2025 Employed Pop 16+ by Occupation

	5 minutes	10 minutes	20 minutes
Total	4,327	6,390	16,087
White Collar	63.2%	62.9%	60.0%
Management/Business/Financial	17.4%	19.3%	16.8%
Professional	29.4%	27.5%	25.8%
Sales	5.5%	5.8%	7.1%
Administrative Support	10.9%	10.3%	10.3%
Services	18.8%	17.3%	15.1%

2025 Employed Pop 16+ by Occupation

	5 minutes	10 minutes	20 minutes
Total	4,327	6,390	16,087
Blue Collar	18.0%	19.8%	25.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.5%
Construction/Extraction	4.7%	4.9%	5.0%
Installation/Maintenance/Repair	2.5%	2.6%	4.5%
Production	4.1%	5.0%	8.0%
Transportation/Material Moving	6.6%	7.0%	7.0%
White Collar	63.2%	62.9%	60.0%
Management/Business/Financial	17.4%	19.3%	16.8%
Professional	29.4%	27.5%	25.8%
Sales	5.5%	5.8%	7.1%
Administrative Support	10.9%	10.3%	10.3%
Services	18.8%	17.3%	15.1%

2025 Civilian Population 16+ in Labor Force

	5 minutes	10 minutes	20 minutes
Civilian Population 16+	4,327	6,390	16,087
Population 16+ Employed	96.2%	96.8%	96.9%
Population 16+ Unemployment rate	3.8%	3.2%	3.1%
Population 16-24 Employed	27.8%	22.8%	17.3%
Population 16-24 Unemployment rate	8.6%	8.0%	7.5%
Population 25-54 Employed	50.2%	53.4%	56.5%
Population 25-54 Unemployment rate	1.0%	1.1%	2.2%
Population 55-64 Employed	11%	13%	15%
Population 55-64 Unemployment rate	3.2%	2.4%	2.0%
Population 65+ Employed	7%	8%	8%
Population 65+ Unemployment rate	4.2%	3.6%	1.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	5 minutes	10 minutes	20 minutes
Total	4,163	6,188	15,585
Agriculture/Mining	1.2%	1.8%	2.6%
Construction	5.0%	5.1%	6.5%
Manufacturing	11.4%	12.8%	16.2%
Wholesale Trade	1.1%	1.6%	1.8%
Retail Trade	7.5%	7.2%	9.8%
Transportation/Utilities	4.0%	4.7%	4.8%
Information	1%	1%	1%
Finance/Insurance/Real Estate	7.4%	8.3%	6.5%
Services	58.4%	54.8%	47.5%
Public Administration	2.9%	2.6%	3.1%

2025 Consumer Spending

Apparel & Services: Total \$	\$5,951,382	\$9,386,314	\$24,703,384
Average Spent	\$2,042.34	\$2,106.44	\$2,077.14
Spending Potential Index	83	86	85
Education: Total \$	\$4,499,190	\$7,054,842	\$18,118,708
Average Spent	\$1,543.99	\$1,583.22	\$1,523.48
Spending Potential Index	87	89	85
Entertainment/Recreation: Total \$	\$10,348,847	\$16,659,521	\$45,637,719
Average Spent	\$3,551.42	\$3,738.67	\$3,837.36
Spending Potential Index	86	91	93
Food at Home: Total \$	\$18,515,815	\$29,551,075	\$79,972,305
Average Spent	\$6,354.09	\$6,631.75	\$6,724.32
Spending Potential Index	85	89	90
Food Away from Home: Total \$	\$9,891,874	\$15,601,932	\$40,809,977
Average Spent	\$3,394.60	\$3,501.33	\$3,431.43
Spending Potential Index	82	85	83
Health Care: Total \$	\$20,346,656	\$32,928,278	\$90,162,152
Average Spent	\$6,982.38	\$7,389.65	\$7,581.11
Spending Potential Index	90	96	98
HH Furnishings & Equipment: Total \$	\$7,302,142	\$11,648,519	\$30,802,970
Average Spent	\$2,505.88	\$2,614.12	\$2,590.01
Spending Potential Index	86	90	89
Personal Care Products & Services: Total \$	\$2,581,961	\$4,055,696	\$10,374,995
Average Spent	\$886.05	\$910.17	\$872.36
Spending Potential Index	85	87	83



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2025 Consumer Spending	5 minutes	10 minutes	20 minutes
Shelter: Total \$	\$62,917,101	\$99,422,687	\$262,098,351
Average Spent	\$21,591.32	\$22,312.09	\$22,038.04
Spending Potential Index	81	84	83
Support Payments/Gifts in Kind: Total \$	\$8,229,550	\$13,252,353	\$35,347,268
Average Spent	\$2,824.14	\$2,974.05	\$2,972.11
Spending Potential Index	86	90	90
Travel: Total \$	\$8,729,149	\$13,999,582	\$37,106,542
Average Spent	\$2,995.59	\$3,141.74	\$3,120.03
Spending Potential Index	83	87	86
Vehicle Maintenance & Repairs: Total \$	\$3,405,770	\$5,443,934	\$14,865,597
Average Spent	\$1,168.76	\$1,221.71	\$1,249.95
Spending Potential Index	87	91	93

Top Tapestry Segment

5 minutes

Classic Comfort (K4):

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

[Learn more about this segment...](#)

10 minutes

Classic Comfort (K4):

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

[Learn more about this segment...](#)

20 minutes

Country Charm (I7):

This segment is characterized by rural, vehicle-dependent areas in the Midwest with an agricultural focus.


[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.

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