



# Market Profile

Webster City, Iowa  
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri  
 Latitude: 42.46940  
 Longitude: -93.81649

	5 minutes	10 minutes	20 minutes
<b>Population Summary</b>			
2010 Total Population	7,150	8,366	12,174
2020 Total Population	6,937	8,086	11,617
2020 Group Quarters	143	149	157
2022 Total Population	6,903	8,027	11,489
2022 Group Quarters	143	149	157
2027 Total Population	6,841	7,934	11,306
2022-2027 Annual Rate	-0.18%	-0.23%	-0.32%
2022 Total Daytime Population	6,925	8,949	11,307
Workers	3,686	5,084	5,959
Residents	3,239	3,865	5,348
<b>Household Summary</b>			
2010 Households	2,916	3,553	5,133
2010 Average Household Size	2.41	2.31	2.34
2020 Total Households	2,824	3,430	4,915
2020 Average Household Size	2.41	2.31	2.33
2022 Total Households	2,827	3,424	4,884
2022 Average Household Size	2.39	2.30	2.32
2027 Total Households	2,823	3,408	4,836
2027 Average Household Size	2.37	2.28	2.31
2022-2027 Annual Rate	-0.03%	-0.09%	-0.20%
2010 Families	1,812	2,190	3,305
2010 Average Family Size	3.02	2.92	2.89
2022 Total Families	1,718	2,064	3,073
2022 Average Family Size	3.01	2.92	2.88
2027 Total Families	1,712	2,049	3,033
2027 Average Family Size	2.98	2.89	2.86
2022-2027 Annual Rate	-0.07%	-0.15%	-0.26%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,158	3,805	5,602
Owner Occupied Housing Units	67.1%	67.1%	68.4%
Renter Occupied Housing Units	27.6%	28.0%	25.9%
Vacant Housing Units	5.2%	4.9%	5.8%
2010 Housing Units	3,245	3,931	5,695
Owner Occupied Housing Units	62.5%	62.4%	65.4%
Renter Occupied Housing Units	27.4%	28.0%	24.8%
Vacant Housing Units	10.1%	9.6%	9.9%
2020 Housing Units	3,181	3,855	5,534
Vacant Housing Units	11.2%	11.0%	11.2%
2022 Housing Units	3,188	3,858	5,527
Owner Occupied Housing Units	63.3%	61.7%	63.7%
Renter Occupied Housing Units	25.3%	27.1%	24.7%
Vacant Housing Units	11.3%	11.2%	11.6%
2027 Housing Units	3,188	3,843	5,490
Owner Occupied Housing Units	64.1%	62.6%	64.4%
Renter Occupied Housing Units	24.5%	26.1%	23.6%
Vacant Housing Units	11.4%	11.3%	11.9%
<b>Median Household Income</b>			
2022	\$58,075	\$57,041	\$60,143
2027	\$60,425	\$59,543	\$65,131
<b>Median Home Value</b>			
2022	\$113,121	\$114,583	\$120,833
2027	\$121,369	\$122,732	\$129,083
<b>Per Capita Income</b>			
2022	\$32,046	\$32,145	\$33,716
2027	\$34,817	\$34,973	\$37,555
<b>Median Age</b>			
2010	40.1	40.7	42.4
2022	41.6	42.1	44.0
2027	41.9	42.4	44.5

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	2,827	3,424	4,884
<\$15,000	13.0%	14.4%	12.0%
\$15,000 - \$24,999	5.9%	6.4%	7.0%
\$25,000 - \$34,999	8.0%	7.4%	7.5%
\$35,000 - \$49,999	13.5%	13.3%	12.5%
\$50,000 - \$74,999	22.6%	22.3%	21.6%
\$75,000 - \$99,999	15.3%	14.9%	15.2%
\$100,000 - \$149,999	15.5%	15.1%	16.6%
\$150,000 - \$199,999	2.7%	2.6%	4.2%
\$200,000+	3.5%	3.5%	3.4%
Average Household Income	\$76,383	\$75,124	\$78,791
<b>2027 Households by Income</b>			
Household Income Base	2,823	3,408	4,836
<\$15,000	12.0%	13.3%	10.9%
\$15,000 - \$24,999	5.0%	5.5%	5.9%
\$25,000 - \$34,999	7.4%	6.9%	6.6%
\$35,000 - \$49,999	13.9%	13.5%	12.0%
\$50,000 - \$74,999	22.3%	22.2%	21.0%
\$75,000 - \$99,999	15.3%	15.1%	15.4%
\$100,000 - \$149,999	17.4%	16.9%	18.9%
\$150,000 - \$199,999	3.0%	3.0%	5.6%
\$200,000+	3.7%	3.7%	3.7%
Average Household Income	\$82,338	\$81,157	\$87,191
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,019	2,381	3,521
<\$50,000	11.6%	11.5%	10.8%
\$50,000 - \$99,999	31.8%	31.0%	29.2%
\$100,000 - \$149,999	24.9%	25.7%	24.2%
\$150,000 - \$199,999	12.4%	13.3%	14.3%
\$200,000 - \$249,999	1.9%	1.9%	3.5%
\$250,000 - \$299,999	8.5%	7.7%	7.9%
\$300,000 - \$399,999	6.9%	7.0%	7.7%
\$400,000 - \$499,999	0.4%	0.5%	1.0%
\$500,000 - \$749,999	1.3%	1.3%	1.1%
\$750,000 - \$999,999	0.1%	0.1%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$142,753	\$142,587	\$151,462
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,042	2,405	3,538
<\$50,000	10.3%	10.4%	9.8%
\$50,000 - \$99,999	30.9%	29.8%	27.1%
\$100,000 - \$149,999	20.6%	21.5%	22.5%
\$150,000 - \$199,999	15.1%	16.1%	15.6%
\$200,000 - \$249,999	2.8%	2.7%	3.2%
\$250,000 - \$299,999	9.6%	8.7%	9.0%
\$300,000 - \$399,999	8.6%	8.6%	9.8%
\$400,000 - \$499,999	0.4%	0.4%	1.1%
\$500,000 - \$749,999	1.7%	1.5%	1.3%
\$750,000 - \$999,999	0.0%	0.1%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$153,283	\$152,672	\$162,245

**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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<b>2010 Population by Age</b>			
Total	7,149	8,368	12,175
0 - 4	6.7%	6.7%	6.2%
5 - 9	6.8%	6.7%	6.2%
10 - 14	7.4%	7.2%	7.1%
15 - 24	11.4%	11.2%	10.9%
25 - 34	11.2%	11.1%	10.8%
35 - 44	12.3%	12.1%	11.8%
45 - 54	13.9%	13.9%	15.4%
55 - 64	11.7%	11.8%	12.9%
65 - 74	7.6%	7.8%	8.4%
75 - 84	7.0%	7.2%	6.7%
85 +	4.1%	4.3%	3.5%
18 +	75.3%	75.6%	76.4%
<b>2022 Population by Age</b>			
Total	6,904	8,027	11,489
0 - 4	6.3%	6.2%	5.7%
5 - 9	6.4%	6.3%	5.9%
10 - 14	6.0%	6.0%	5.9%
15 - 24	12.5%	12.3%	11.3%
25 - 34	11.4%	11.3%	11.1%
35 - 44	11.4%	11.2%	11.3%
45 - 54	11.5%	11.4%	11.8%
55 - 64	13.2%	13.3%	14.8%
65 - 74	10.6%	10.9%	11.7%
75 - 84	6.8%	7.0%	7.0%
85 +	4.0%	4.2%	3.6%
18 +	77.6%	77.8%	78.9%
<b>2027 Population by Age</b>			
Total	6,842	7,934	11,305
0 - 4	6.1%	6.1%	5.6%
5 - 9	6.5%	6.4%	6.0%
10 - 14	6.3%	6.2%	6.1%
15 - 24	11.6%	11.4%	10.5%
25 - 34	11.8%	11.8%	10.9%
35 - 44	11.1%	11.0%	11.4%
45 - 54	11.4%	11.2%	11.3%
55 - 64	12.0%	11.9%	13.1%
65 - 74	11.2%	11.6%	12.9%
75 - 84	8.1%	8.3%	8.5%
85 +	3.9%	4.2%	3.7%
18 +	77.5%	77.7%	78.8%
<b>2010 Population by Sex</b>			
Males	3,485	4,061	6,015
Females	3,665	4,305	6,159
<b>2022 Population by Sex</b>			
Males	3,395	3,929	5,719
Females	3,508	4,098	5,770
<b>2027 Population by Sex</b>			
Males	3,369	3,886	5,638
Females	3,472	4,049	5,668

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	7,150	8,365	12,174
White Alone	90.8%	91.1%	93.1%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.2%	3.3%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	3.4%	2.4%
Two or More Races	1.8%	1.7%	1.5%
Hispanic Origin	7.7%	7.2%	5.4%
Diversity Index	29.0	28.0	22.2
<b>2020 Population by Race/Ethnicity</b>			
Total	6,937	8,086	11,617
White Alone	80.8%	81.3%	85.3%
Black Alone	1.0%	0.9%	0.8%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	3.7%	3.7%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.5%	7.2%	5.3%
Two or More Races	6.3%	6.1%	5.4%
Hispanic Origin	15.5%	14.8%	11.2%
Diversity Index	51.0	49.8	41.2
<b>2022 Population by Race/Ethnicity</b>			
Total	6,903	8,026	11,489
White Alone	80.3%	80.8%	84.8%
Black Alone	1.0%	0.9%	0.8%
American Indian Alone	0.8%	0.8%	0.6%
Asian Alone	3.8%	3.8%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	7.4%	5.4%
Two or More Races	6.6%	6.4%	5.6%
Hispanic Origin	15.8%	15.1%	11.5%
Diversity Index	51.8	50.7	42.2
<b>2027 Population by Race/Ethnicity</b>			
Total	6,841	7,935	11,306
White Alone	78.4%	78.9%	83.2%
Black Alone	1.1%	1.0%	0.9%
American Indian Alone	0.9%	0.9%	0.7%
Asian Alone	3.8%	3.8%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	8.2%	6.1%
Two or More Races	7.4%	7.2%	6.4%
Hispanic Origin	17.1%	16.4%	12.5%
Diversity Index	54.9	53.8	45.3
<b>2010 Population by Relationship and Household Type</b>			
Total	7,150	8,366	12,174
In Households	98.1%	98.3%	98.8%
In Family Households	79.0%	79.0%	80.8%
Householder	26.1%	26.2%	27.3%
Spouse	19.7%	20.0%	21.7%
Child	28.5%	28.2%	27.8%
Other relative	2.2%	2.1%	1.8%
Nonrelative	2.5%	2.5%	2.3%
In Nonfamily Households	19.1%	19.3%	18.0%
In Group Quarters	1.9%	1.7%	1.2%
Institutionalized Population	1.8%	1.6%	1.1%
Noninstitutionalized Population	0.1%	0.1%	0.1%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	4,754	5,558	8,174
Less than 9th Grade	3.2%	3.1%	2.4%
9th - 12th Grade, No Diploma	4.0%	3.7%	3.5%
High School Graduate	30.4%	30.1%	30.7%
GED/Alternative Credential	4.2%	4.2%	3.8%
Some College, No Degree	15.7%	15.7%	16.6%
Associate Degree	17.6%	18.1%	19.2%
Bachelor's Degree	17.8%	17.5%	17.3%
Graduate/Professional Degree	7.1%	7.5%	6.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	5,617	6,545	9,474
Never Married	25.1%	24.5%	24.0%
Married	54.9%	56.1%	58.6%
Widowed	8.6%	8.3%	7.2%
Divorced	11.5%	11.1%	10.2%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,679	4,200	6,217
Population 16+ Employed	98.5%	98.4%	98.3%
Population 16+ Unemployment rate	1.5%	1.6%	1.7%
Population 16-24 Employed	16.6%	16.4%	14.2%
Population 16-24 Unemployment rate	3.1%	3.4%	4.7%
Population 25-54 Employed	57.9%	57.7%	56.5%
Population 25-54 Unemployment rate	1.0%	1.0%	1.2%
Population 55-64 Employed	19.5%	19.9%	21.4%
Population 55-64 Unemployment rate	1.9%	2.0%	1.4%
Population 65+ Employed	6.1%	6.0%	7.9%
Population 65+ Unemployment rate	0.5%	0.4%	0.6%
<b>2022 Employed Population 16+ by Industry</b>			
Total	3,624	4,133	6,109
Agriculture/Mining	3.8%	4.1%	7.2%
Construction	8.4%	8.3%	7.7%
Manufacturing	16.0%	16.1%	15.1%
Wholesale Trade	2.8%	3.0%	3.6%
Retail Trade	12.7%	12.1%	11.4%
Transportation/Utilities	4.5%	4.7%	6.0%
Information	2.6%	2.6%	2.1%
Finance/Insurance/Real Estate	4.1%	3.9%	3.9%
Services	40.5%	40.7%	38.9%
Public Administration	4.5%	4.6%	4.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	3,626	4,133	6,111
White Collar	47.8%	48.4%	50.3%
Management/Business/Financial	9.3%	9.8%	13.2%
Professional	20.2%	20.7%	20.2%
Sales	8.6%	8.3%	7.4%
Administrative Support	9.8%	9.5%	9.5%
Services	16.8%	16.1%	14.7%
Blue Collar	35.4%	35.5%	35.0%
Farming/Forestry/Fishing	0.7%	0.7%	1.5%
Construction/Extraction	6.5%	6.3%	5.7%
Installation/Maintenance/Repair	4.4%	4.8%	5.0%
Production	12.7%	12.8%	11.0%
Transportation/Material Moving	11.0%	10.8%	11.8%

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<b>2010 Households by Type</b>			
Total	2,916	3,553	5,133
Households with 1 Person	32.3%	33.0%	30.3%
Households with 2+ People	67.7%	67.0%	69.7%
Family Households	62.1%	61.6%	64.4%
Husband-wife Families	47.0%	47.0%	51.1%
With Related Children	17.9%	17.6%	18.4%
Other Family (No Spouse Present)	15.1%	14.6%	13.3%
Other Family with Male Householder	4.8%	4.6%	4.4%
With Related Children	3.5%	3.3%	3.3%
Other Family with Female Householder	10.3%	10.0%	8.8%
With Related Children	7.6%	7.4%	6.3%
Nonfamily Households	5.6%	5.4%	5.3%
All Households with Children	29.7%	29.1%	28.7%
Multigenerational Households	2.0%	1.9%	1.9%
Unmarried Partner Households	7.7%	7.4%	7.0%
Male-female	7.3%	7.0%	6.6%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	2,916	3,553	5,132
1 Person Household	32.3%	33.0%	30.3%
2 Person Household	35.2%	35.3%	37.7%
3 Person Household	12.2%	12.1%	12.8%
4 Person Household	11.5%	11.1%	11.1%
5 Person Household	5.9%	5.6%	5.3%
6 Person Household	2.3%	2.3%	2.2%
7 + Person Household	0.6%	0.6%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,916	3,552	5,132
Owner Occupied	69.5%	69.1%	72.5%
Owned with a Mortgage/Loan	44.3%	43.9%	44.6%
Owned Free and Clear	25.2%	25.2%	27.9%
Renter Occupied	30.5%	30.9%	27.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	207	201	204
Percent of Income for Mortgage	10.3%	10.6%	10.6%
Wealth Index	66	65	69
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,245	3,931	5,695
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.7%	92.2%	64.5%
Rural Housing Units	6.3%	7.8%	35.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,150	8,366	12,174
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	94.1%	92.3%	64.5%
Rural Population	5.9%	7.7%	35.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
3.	Midlife Constants (5E)	Retirement Communities (9E)	Prairie Living (6D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,010,605	\$5,965,571	\$8,809,882
Average Spent	\$1,772.41	\$1,742.28	\$1,803.83
Spending Potential Index	74	72	75
Education: Total \$	\$3,446,864	\$4,131,393	\$5,835,774
Average Spent	\$1,219.27	\$1,206.60	\$1,194.88
Spending Potential Index	62	62	61
Entertainment/Recreation: Total \$	\$8,136,269	\$9,675,348	\$15,050,786
Average Spent	\$2,878.06	\$2,825.74	\$3,081.65
Spending Potential Index	78	77	84
Food at Home: Total \$	\$13,362,183	\$15,960,395	\$24,447,343
Average Spent	\$4,726.63	\$4,661.33	\$5,005.60
Spending Potential Index	76	75	81
Food Away from Home: Total \$	\$8,784,755	\$10,478,085	\$15,500,849
Average Spent	\$3,107.45	\$3,060.19	\$3,173.80
Spending Potential Index	72	71	74
Health Care: Total \$	\$16,438,712	\$19,595,447	\$30,514,422
Average Spent	\$5,814.90	\$5,722.97	\$6,247.83
Spending Potential Index	82	81	88
HH Furnishings & Equipment: Total \$	\$5,334,660	\$6,340,071	\$9,451,888
Average Spent	\$1,887.04	\$1,851.66	\$1,935.28
Spending Potential Index	74	72	76
Personal Care Products & Services: Total \$	\$2,161,478	\$2,585,272	\$3,843,519
Average Spent	\$764.58	\$755.04	\$786.96
Spending Potential Index	75	74	77
Shelter: Total \$	\$45,237,082	\$54,236,446	\$79,367,258
Average Spent	\$16,001.80	\$15,840.08	\$16,250.46
Spending Potential Index	70	69	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,563,707	\$6,684,789	\$10,738,654
Average Spent	\$1,968.06	\$1,952.33	\$2,198.74
Spending Potential Index	72	72	81
Travel: Total \$	\$5,683,633	\$6,781,557	\$10,148,833
Average Spent	\$2,010.48	\$1,980.59	\$2,077.98
Spending Potential Index	70	69	72
Vehicle Maintenance & Repairs: Total \$	\$2,812,159	\$3,340,553	\$5,135,042
Average Spent	\$994.75	\$975.63	\$1,051.40
Spending Potential Index	79	77	83

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.