



Market Profile

Webster City, IA (1983145)

Geography: Place

Webster City, IA (1983145...

Population Summary

2000 Total Population	8,176
2000 Group Quarters	128
2010 Total Population	7,692
2015 Total Population	7,405
2010-2015 Annual Rate	-0.76%

Household Summary

2000 Households	3,502
2000 Average Household Size	2.30
2010 Households	3,379
2010 Average Household Size	2.24
2015 Households	3,272
2015 Average Household Size	2.23
2010-2015 Annual Rate	-0.64%
2000 Families	2,227
2000 Average Family Size	2.89
2010 Families	2,113
2010 Average Family Size	2.80
2015 Families	2,023
2015 Average Family Size	2.79
2010-2015 Annual Rate	-0.87%

Housing Unit Summary

2000 Housing Units	3,679
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	4.8%
2010 Housing Units	3,752
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	9.9%
2015 Housing Units	3,747
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	12.7%

Median Household Income

2000	\$36,665
2010	\$48,691
2015	\$55,844

Median Home Value

2000	\$68,050
2010	\$89,625
2015	\$100,337

Per Capita Income

2000	\$19,057
2010	\$25,489
2015	\$28,723

Median Age

2000	38.9
2010	40.5
2015	41.2

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income

Household Income Base	3,498
<\$15,000	15.5%
\$15,000 - \$24,999	17.0%
\$25,000 - \$34,999	14.6%
\$35,000 - \$49,999	20.8%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	3.1%
\$150,000 - \$199,999	0.7%
\$200,000+	1.1%

Average Household Income \$44,654

2010 Households by Income

Household Income Base	3,379
<\$15,000	9.3%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	18.5%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	0.8%
\$200,000+	1.2%

Average Household Income \$57,642

2015 Households by Income

Household Income Base	3,272
<\$15,000	8.7%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	24.8%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	1.1%
\$200,000+	1.4%

Average Household Income \$64,553

2000 Owner Occupied Housing Units by Value

Total	2,460
<\$50,000	23.8%
\$50,000 - \$99,999	56.7%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	2.0%
\$200,000 - \$299,999	1.6%
\$300,000 - \$499,999	1.0%
\$500,000 - \$999,999	0.6%
\$1,000,000 +	0.0%

Average Home Value \$80,982

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,041
With Cash Rent	96.1%
No Cash Rent	3.9%
Median Rent	\$317
Average Rent	\$313

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age

Total	8,176
0 - 4	6.9%
5 - 9	6.3%
10 - 14	6.8%
15 - 24	12.2%
25 - 34	12.4%
35 - 44	14.3%
45 - 54	12.4%
55 - 64	9.0%
65 - 74	9.1%
75 - 84	7.2%
85 +	3.3%
18 +	75.9%

2010 Population by Age

Total	7,690
0 - 4	7.0%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	12.1%
25 - 34	11.4%
35 - 44	12.5%
45 - 54	13.9%
55 - 64	12.0%
65 - 74	8.1%
75 - 84	6.8%
85 +	3.6%
18 +	76.4%

2015 Population by Age

Total	7,403
0 - 4	6.8%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	12.1%
25 - 34	11.4%
35 - 44	11.7%
45 - 54	12.5%
55 - 64	12.8%
65 - 74	9.8%
75 - 84	6.4%
85 +	3.6%
18 +	76.5%

2000 Population by Sex

Males	48.0%
Females	52.0%

2010 Population by Sex

Males	48.0%
Females	52.0%

2015 Population by Sex

Males	48.0%
Females	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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2000 Population by Race/Ethnicity

Total	8,176
White Alone	95.4%
Black Alone	0.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.5%
Some Other Race Alone	0.5%
Two or More Races	1.1%
Hispanic Origin	1.3%
Diversity Index	11.3

2010 Population by Race/Ethnicity

Total	7,691
White Alone	95.1%
Black Alone	0.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	0.6%
Two or More Races	1.1%
Hispanic Origin	1.6%
Diversity Index	12.5

2015 Population by Race/Ethnicity

Total	7,405
White Alone	94.9%
Black Alone	0.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.7%
Some Other Race Alone	0.6%
Two or More Races	1.2%
Hispanic Origin	1.8%
Diversity Index	13.1

2000 Population 3+ by School Enrollment

Total	7,820
Enrolled in Nursery/Preschool	3.0%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	10.5%
Enrolled in Grade 9-12	5.2%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	75.9%

2010 Population 25+ by Educational Attainment

Total	5,246
Less Than 9th Grade	3.7%
9th to 12th Grade, No Diploma	6.9%
High School Graduate	39.7%
Some College, No Degree	17.0%
Associate Degree	11.9%
Bachelor's Degree	14.9%
Graduate/Professional Degree	5.9%

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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2010 Population 15+ by Marital Status

Total	6,179
Never Married	21.5%
Married	56.0%
Widowed	8.3%
Divorced	14.2%

2000 Population 16+ by Employment Status

Total	6,455
In Labor Force	66.5%
Civilian Employed	65.3%
Civilian Unemployed	1.1%
In Armed Forces	0.0%
Not In Labor Force	33.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	95.2%
Civilian Unemployed	4.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%
Civilian Unemployed	4.2%

2000 Females 16+ by Employment Status and Age of Children

Total	3,392
Own Children < 6 Only	8.4%
Employed/in Armed Forces	6.7%
Unemployed	0.1%
Not in Labor Force	1.6%
Own Children <6 and 6-17 Only	3.8%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	0.1%
Own Children 6-17 Only	14.8%
Employed/in Armed Forces	13.3%
Unemployed	0.0%
Not in Labor Force	1.5%
No Own Children < 18	73.0%
Employed/in Armed Forces	36.2%
Unemployed	0.4%
Not in Labor Force	36.4%

2010 Employed Population 16+ by Industry

Total	3,699
Agriculture/Mining	2.5%
Construction	5.5%
Manufacturing	22.0%
Wholesale Trade	2.3%
Retail Trade	8.7%
Transportation/Utilities	4.8%
Information	1.4%
Finance/Insurance/Real Estate	2.9%
Services	46.2%
Public Administration	3.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	3,701
White Collar	52.0%
Management/Business/Financial	10.2%
Professional	21.9%
Sales	9.3%
Administrative Support	10.5%
Services	16.5%
Blue Collar	31.5%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	2.9%
Production	10.5%
Transportation/Material Moving	11.2%

2000 Workers 16+ by Means of Transportation to Work

Total	4,175
Drove Alone - Car, Truck, or Van	77.0%
Carpooled - Car, Truck, or Van	14.9%
Public Transportation	0.5%
Walked	3.8%
Other Means	1.0%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	4,175
Did not Work at Home	97.2%
Less than 5 minutes	10.9%
5 to 9 minutes	44.5%
10 to 19 minutes	26.1%
20 to 24 minutes	4.1%
25 to 34 minutes	6.2%
35 to 44 minutes	0.7%
45 to 59 minutes	2.7%
60 to 89 minutes	1.0%
90 or more minutes	1.0%
Worked at Home	2.8%
Average Travel Time to Work (in min)	11.8

2000 Households by Vehicles Available

Total	3,501
None	6.5%
1	39.4%
2	39.3%
3	12.2%
4	1.9%
5+	0.7%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	3,502
Family Households	63.6%
Married-couple Family	50.5%
With Related Children	20.4%
Other Family (No Spouse)	13.1%
With Related Children	9.1%
Nonfamily Households	36.4%
Householder Living Alone	32.0%
Householder Not Living Alone	4.4%
Households with Related Children	29.4%
Households with Persons 65+	31.0%

2000 Households by Size

Total	3,502
1 Person Household	32.0%
2 Person Household	36.2%
3 Person Household	12.5%
4 Person Household	12.1%
5 Person Household	4.9%
6 Person Household	1.4%
7 + Person Household	0.9%

2000 Households by Year Householder Moved In

Total	3,501
Moved in 1999 to March 2000	17.2%
Moved in 1995 to 1998	25.5%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	19.4%
Moved in 1970 to 1979	11.0%
Moved in 1969 or Earlier	11.1%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	3,680
1, Detached	74.6%
1, Attached	1.4%
2	4.8%
3 or 4	5.8%
5 to 9	4.6%
10 to 19	3.2%
20 +	2.1%
Mobile Home	3.4%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	3,680
1999 to March 2000	1.8%
1995 to 1998	3.5%
1990 to 1994	2.0%
1980 to 1989	7.1%
1970 to 1979	16.3%
1969 or Earlier	69.4%
Median Year Structure Built	1955

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Top 3 Tapestry Segments

1. Rustbelt Traditions
2. Midlife Junction
3. Great Expectations

2010 Consumer Spending

Apparel & Services: Total \$	\$4,635,871
Average Spent	\$1,371.97
Spending Potential Index	57
Computers & Accessories: Total \$	\$615,380
Average Spent	\$182.12
Spending Potential Index	83
Education: Total \$	\$3,541,004
Average Spent	\$1,047.94
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$9,312,678
Average Spent	\$2,756.05
Spending Potential Index	85
Food at Home: Total \$	\$12,885,899
Average Spent	\$3,813.53
Spending Potential Index	85
Food Away from Home: Total \$	\$9,125,324
Average Spent	\$2,700.60
Spending Potential Index	84
Health Care: Total \$	\$11,538,841
Average Spent	\$3,414.87
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$5,025,186
Average Spent	\$1,487.18
Spending Potential Index	72
Investments: Total \$	\$4,959,765
Average Spent	\$1,467.82
Spending Potential Index	84
Retail Goods: Total \$	\$69,083,556
Average Spent	\$20,444.97
Spending Potential Index	82
Shelter: Total \$	\$41,300,167
Average Spent	\$12,222.60
Spending Potential Index	77
TV/Video/Audio: Total \$	\$3,584,316
Average Spent	\$1,060.76
Spending Potential Index	85
Travel: Total \$	\$4,990,327
Average Spent	\$1,476.87
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$2,695,326
Average Spent	\$797.67
Spending Potential Index	85

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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