WAVERLY CHAMBER/MAIN STREET

WAVERLY, IOWA

PALACE
PALACE

MARKET SNAPSHOT

Esri 2022

Waverly Chamber/Main Street and their community partners are taking a pro-active approach to planning for the future prosperity of Waverly's historic downtown district.

The efforts of Waverly Chamber/Main Street and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Waverly marketing efforts to position the district as a local economic engine and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive Market Study & Strategies technical service provided by Main Street Iowa, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights gained through local survey data, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies for the Waverly downtown commercial district.

Main Street Iowa (MSI) is a program through the Iowa Downtown Resource Center at the Iowa Economic Development Authority.

MAIN STREET IOWA

IOWA economic development®

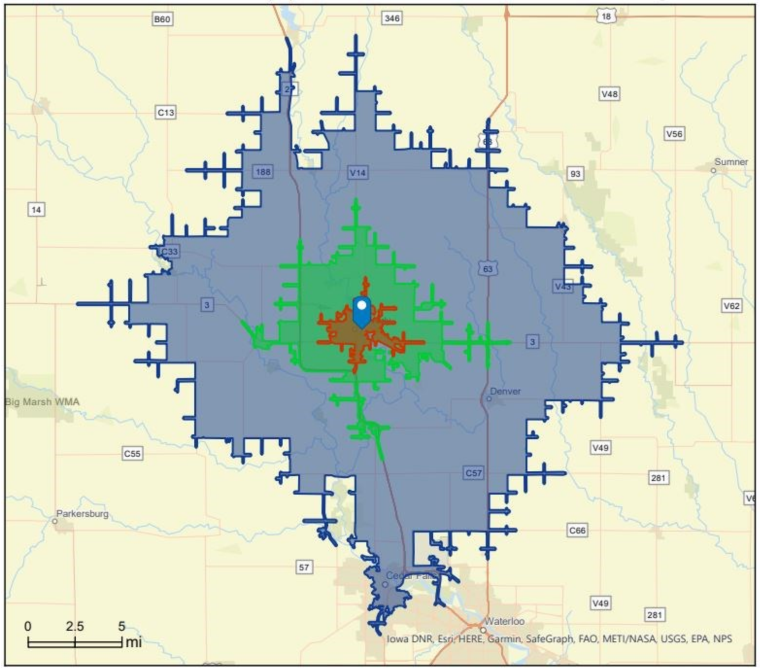
Waverly is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.

WAVERLY DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

ESRI 2022



POPULATION

11,999

10 MINUTE DRIVE TIME | 2022

2022—27 GROWTH: 0.24%

Population	5 Min	10 Min	20 Min
2022 Estimate	7,735	11,999	37,396
Growth (2022-27)	0.26%	0.24%	0.08%

ⓘ Est. State Pop Growth (2022-27) | .19%

DAYTIME POP

14,533

10 MINUTE DRIVE TIME | 2022

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	9,321	14,533	38,448
Workers	5,803	9,039	22,048

HOUSEHOLDS

4,471

10 MINUTE DRIVE TIME | 2022

2022—27 GROWTH: 0.29%

Households	5 Min	10 Min	20 Min
2022 Estimate	2,798	4,471	14,862
HH Growth (2022-27)	0.35%	0.29%	0.12%

ⓘ Est. State HH Growth (2022-27) | .23%

MEDIAN HH INCOME

$73,848

10 MINUTE DRIVE TIME | 2022

2020—25 GROWTH: 1.37%

Median HH Income	5 Min	10 Min	20 Min
2022 Estimate	$71,246	$73,848	$70,030
Growth (2022-27)	1.15%	1.37%	2.20%

ⓘ 2022 State: $64,852 | 2022-27 Growth: 2.81%

Source: Esri Market Profile | 8.22

WAVERLY DRIVE TIME MARKET

HOUSING UNITS

2022 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2022 Estimate	3,113	4,927	16,149
- Owner Occupied	69.2%	72.2%	68.5%
- Renter Occupied	20.7%	18.5%	23.5%
- Vacant	10.1%	9.3%	8.0%
ⓘ Estimated State Percent Vacant (2022)			9.3%

TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	71.5%	74.0%	73.5%
— With Mortgage	46.5%	48.2%	47.7%
— Free and Clear	25.0%	25.8%	25.8%
Renter Occupied	28.5%	26.0%	26.5%

DIVERSITY

2022 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2022 Diversity Index	21.7	19.4	18.7

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

$31,576

PER CAPITA INCOME
5 MINUTES | 2022

10 Minutes	$33,777
20 Minutes	$36,526
State	$36,238

34.6

MEDIAN AGE
5 MINUTES | 2022

10 Minutes	38.3
20 Minutes	39.2
State	39.5

97.3%

2022 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	97.7%
20 Minutes	97.6%
State	95.7%

2022 EMPLOYMENT BY OCCUPATION

2022 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	4,249	6,570	21,199
- White Collar	65.7%	65.2%	61.9%
- Services	14.2%	13.3%	13.6%
- Blue Collar	20.1%	21.5%	24.5%

Source: Esri Market Profile | 8.22

WAVERLY | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

Top Drive Time Area Esri Tapestry Segments

Middleburg (4C) | #1 in 5 min drive time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
573	20.5%	777	17.4%	781	5.3%

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. This market is younger but growing in size and assets.

Avg. HH Size: 2.75 Median Age: 36.1 Med. HH Income: $60K

- Young couples, many with children.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Education: 65% with a high school diploma or some college.
- Traditional values are the norm here—faith, country, and family.

Salt of the Earth (6B) | #1 in 10 & 20 drive times

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
324	11.6%	1,143	25.6%	4,197	28.2%

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, many have grown children that have moved away. They still cherish family time and tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors and enjoy fishing, boating and camping. They may be DIY experts, but the latest technology is not their forte. They use it when necessary, but prefer face-to-face contact in their routine activities.

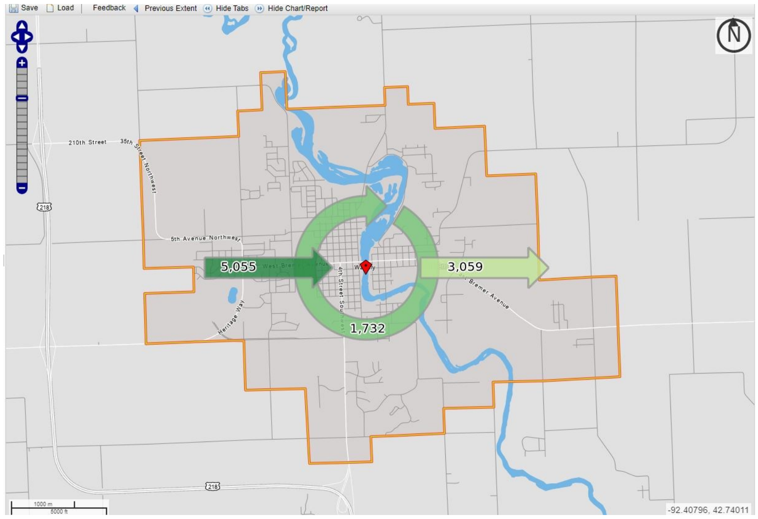
Avg. HH Size: 2.59 Median Age: 44.1 Med. HH Income: $56K

- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Steady employment in construction, manufacturing, and related service industries.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:

Source: Esri Community Tapestry Segmentation | 8.22

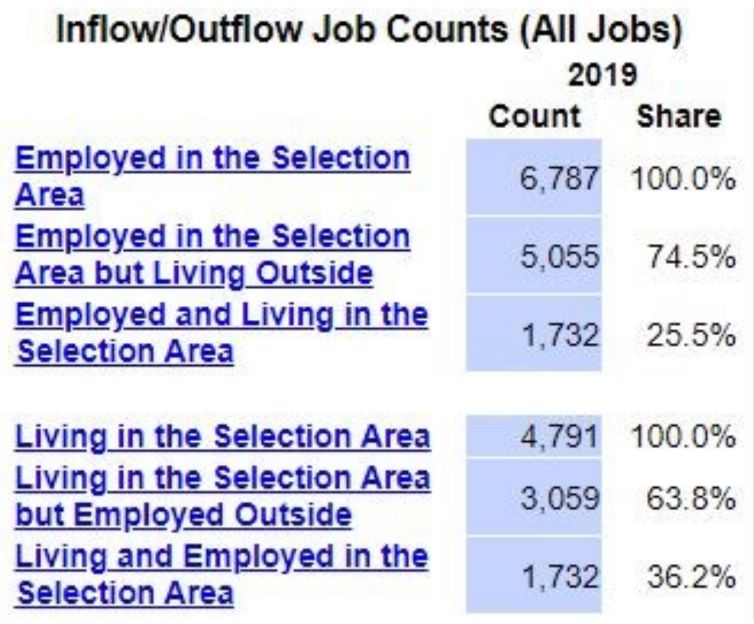
WAVERLY | IOWA
WORKFORCE PATTERNS



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations| Data year—2019

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct effect on your downtown commercial district.

The US Census Bureau's On The Map feature is a resource to help communities better understand this data.



Inflow/Outflow Job Counts (All Jobs)

	2019	
	Count	Share
Employed in the Selection Area	6,787	100.0%
Employed in the Selection Area but Living Outside	5,055	74.5%
Employed and Living in the Selection Area	1,732	25.5%
Living in the Selection Area	4,791	100.0%
Living in the Selection Area but Employed Outside	3,059	63.8%
Living and Employed in the Selection Area	1,732	36.2%

Source: US Census Bureau, Center for Economic Studies | 2019

DOWNTOWN WAVERLY
DRIVE TIME MARKET

Esri's Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | WAVERLY
10 MINUTE DRIVE TIME

Category	2022 Consumer Spending	2027 Forecasted Demand	Projected Growth
Apparel and Services	$9,187,268	$10,185,349	$998,081
Computer	$845,042	$936,988	$91,946
Entertainment & Recreation	$14,477,631	$16,043,901	$1,566,270
Food at Home	$23,852,870	$26,441,088	$2,588,218
Food Away from Home	$16,273,564	$18,043,662	$1,770,098
Health (drugs, eyewear)	$2,833,000	$3,138,160	$306,160
Home (mortgage & basics)	$47,101,227	$52,209,120	$5,107,893
Household Furnishings & Equipment	$6,227,620	$6,904,031	$676,411
Household Operations	$8,346,024	$9,252,908	$906,884
Insurance	$33,035,190	$36,620,255	$3,585,065
Transportation	$27,348,991	$30,323,119	$2,974,128
Travel	$8,565,509	$9,496,226	$930,717

Source: Esri Retail Demand Outlook | 8.22

2022 HOUSING UNITS BY VALUE

Median Home Value	5 Min	10 Min	20 Min
2022 Estimate	$215,467	$218,675	$201,171
2027 Estimate	$255,394	$256,373	$243,216
Average Home Value			
2022 Estimate	$253,886	$251,370	$244,057
2027 Estimate	$304,356	$297,485	$290,519

Executive Summary

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
Population			
2010 Population	7,497	11,376	37,014
2020 Population	7,742	11,980	37,291
2022 Population	7,735	11,999	37,396
2027 Population	7,838	12,141	37,539
2010-2020 Annual Rate	0.32%	0.52%	0.07%
2020-2022 Annual Rate	-0.04%	0.07%	0.13%
2022-2027 Annual Rate	0.26%	0.24%	0.08%
2022 Male Population	48.3%	48.7%	49.8%
2022 Female Population	51.7%	51.3%	50.2%
2022 Median Age	34.6	38.3	39.2

In the identified area, the current year population is 37,396. In 2020, the Census count in the area was 37,291. The rate of change since 2020 was 0.13% annually. The five-year projection for the population in the area is 37,539 representing a change of 0.08% annually from 2022 to 2027. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 39.2, compared to U.S. median age of 38.9.

	5 minutes	10 minutes	20 minutes
Race and Ethnicity			
2022 White Alone	91.1%	92.1%	92.3%
2022 Black Alone	2.4%	1.9%	1.7%
2022 American Indian/Alaska Native Alone	0.3%	0.3%	0.2%
2022 Asian Alone	1.7%	1.4%	1.2%
2022 Pacific Islander Alone	0.0%	0.0%	0.1%
2022 Other Race	0.9%	0.8%	0.8%
2022 Two or More Races	3.7%	3.5%	3.7%
2022 Hispanic Origin (Any Race)	3.0%	2.7%	2.5%

Persons of Hispanic origin represent 2.5% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 18.7 in the identified area, compared to 71.6 for the U.S. as a whole.

	5 minutes	10 minutes	20 minutes
Households			
2022 Wealth Index	74	77	81
2010 Households	2,600	4,160	14,525
2020 Households	2,767	4,432	14,786
2022 Households	2,798	4,471	14,862
2027 Households	2,847	4,536	14,950
2010-2020 Annual Rate	0.62%	0.64%	0.18%
2020-2022 Annual Rate	0.50%	0.39%	0.23%
2022-2027 Annual Rate	0.35%	0.29%	0.12%
2022 Average Household Size	2.29	2.37	2.40

The household count in this area has changed from 14,786 in 2020 to 14,862 in the current year, a change of 0.23% annually. The five-year projection of households is 14,950, a change of 0.12% annually from the current year total. Average household size is currently 2.40, compared to 2.40 in the year 2020. The number of families in the current year is 9,324 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

August 10, 2022

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	5 minutes	10 minutes	20 minutes
Mortgage Income			
2022 Percent of Income for Mortgage	15.9%	15.6%	15.1%
Median Household Income			
2022 Median Household Income	$71,246	$73,848	$70,030
2027 Median Household Income	$75,449	$79,050	$78,079
2022-2027 Annual Rate	1.15%	1.37%	2.20%
Average Household Income			
2022 Average Household Income	$86,939	$89,639	$91,115
2027 Average Household Income	$94,261	$97,986	$102,869
2022-2027 Annual Rate	1.63%	1.80%	2.46%
Per Capita Income			
2022 Per Capita Income	$31,576	$33,777	$36,526
2027 Per Capita Income	$34,326	$37,005	$41,309
2022-2027 Annual Rate	1.68%	1.84%	2.49%

Households by Income

Current median household income is $70,030 in the area, compared to $72,414 for all U.S. households. Median household income is projected to be $78,079 in five years, compared to $84,445 for all U.S. households

Current average household income is $91,115 in this area, compared to $105,029 for all U.S. households. Average household income is projected to be $102,869 in five years, compared to $122,155 for all U.S. households

Current per capita income is $36,526 in the area, compared to the U.S. per capita income of $40,363. The per capita income is projected to be $41,309 in five years, compared to $47,064 for all U.S. households

Housing	5 minutes	10 minutes	20 minutes
2022 Housing Affordability Index	135	138	144
2010 Total Housing Units	2,768	4,388	15,333
2010 Owner Occupied Housing Units	1,859	3,080	10,675
2010 Renter Occupied Housing Units	741	1,080	3,851
2010 Vacant Housing Units	168	228	808
2020 Total Housing Units	3,048	4,838	15,958
2020 Vacant Housing Units	281	406	1,172
2022 Total Housing Units	3,113	4,927	16,149
2022 Owner Occupied Housing Units	2,155	3,559	11,067
2022 Renter Occupied Housing Units	643	912	3,795
2022 Vacant Housing Units	315	456	1,287
2027 Total Housing Units	3,166	5,000	16,310
2027 Owner Occupied Housing Units	2,220	3,648	11,296
2027 Renter Occupied Housing Units	627	887	3,653
2027 Vacant Housing Units	319	464	1,360

Currently, 68.5% of the 16,149 housing units in the area are owner occupied; 23.5%, renter occupied; and 8.0% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 15,958 housing units in the area and 7.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.53%. Median home value in the area is $201,171, compared to a median home value of $283,272 for the U.S. In five years, median value is projected to change by 3.87% annually to $243,216.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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Housing Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Population		**Households**	
2010 Total Population	7,497	2022 Median Household Income	$71,246
2020 Total Population	7,742	2027 Median Household Income	$75,449
2022 Total Population	7,735	2022-2027 Annual Rate	1.15%
2027 Total Population	7,838		
2022-2027 Annual Rate	0.26%		

	Census 2010		**2022**		**2027**	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	2,768	100.0%	3,113	100.0%	3,166	100.0%
Occupied	2,600	93.9%	2,798	89.9%	2,847	89.9%
Owner	1,859	67.2%	2,155	69.2%	2,220	70.1%
Renter	741	26.8%	643	20.7%	627	19.8%
Vacant	168	6.1%	315	10.1%	319	10.1%

	2022		**2027**	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	2,155	100.0%	2,221	100.0%
<$50,000	39	1.8%	21	0.9%
$50,000-$99,999	82	3.8%	43	1.9%
$100,000-$149,999	414	19.2%	260	11.7%
$150,000-$199,999	420	19.5%	345	15.5%
$200,000-$249,999	396	18.4%	395	17.8%
$250,000-$299,999	359	16.7%	431	19.4%
$300,000-$399,999	205	9.5%	300	13.5%
$400,000-$499,999	114	5.3%	211	9.5%
$500,000-$749,999	55	2.6%	100	4.5%
$750,000-$999,999	54	2.5%	94	4.2%
$1,000,000-$1,499,999	15	0.7%	19	0.9%
$1,500,000-$1,999,999	2	0.1%	2	0.1%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$215,467		$255,394	
Average Value	$253,886		$304,356	

Census 2010 Housing Units	**Number**	**Percent**
Total	2,768	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	2,376	85.8%
Rural Housing Units	392	14.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 10, 2022

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Housing Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,859	100.0%
Owned with a Mortgage/Loan	1,209	65.0%
Owned Free and Clear	650	35.0%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	145	100.0%
For Rent	32	22.1%
Rented- Not Occupied	6	4.1%
For Sale Only	31	21.4%
Sold - Not Occupied	12	8.3%
Seasonal/Recreational/Occasional Use	17	11.7%
For Migrant Workers	0	0.0%
Other Vacant	47	32.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,599	1,859	71.5%
15-24	181	26	14.4%
25-34	380	230	60.5%
35-44	395	291	73.7%
45-54	442	344	77.8%
55-64	432	365	84.5%
65-74	325	276	84.9%
75-84	278	219	78.8%
85+	166	108	65.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,601	1,860	71.5%
White Alone	2,553	1,841	72.1%
Black/African American Alone	14	4	28.6%
American Indian/Alaska Native	2	0	0.0%
Asian Alone	16	7	43.8%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	2	1	50.0%
Two or More Races	14	7	50.0%
Hispanic Origin	18	6	33.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,598	1,858	71.5%
1-Person	746	403	54.0%
2-Person	1,014	802	79.1%
3-Person	340	246	72.4%
4-Person	311	254	81.7%
5-Person	135	110	81.5%
6-Person	39	32	82.1%
7+ Person	13	11	84.6%

2022 Housing Affordability	
Housing Affordability Index	135
Percent of Income for Mortgage	15.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 10, 2022

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Housing Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Population		**Households**	
2010 Total Population	11,376	2022 Median Household Income	$73,848
2020 Total Population	11,980	2027 Median Household Income	$79,050
2022 Total Population	11,999	2022-2027 Annual Rate	1.37%
2027 Total Population	12,141		
2022-2027 Annual Rate	0.24%		

	Census 2010		**2022**		**2027**	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	4,388	100.0%	4,927	100.0%	5,000	100.0%
Occupied	4,160	94.8%	4,471	90.7%	4,535	90.7%
Owner	3,080	70.2%	3,559	72.2%	3,648	73.0%
Renter	1,080	24.6%	912	18.5%	887	17.7%
Vacant	228	5.2%	456	9.3%	464	9.3%

	2022		**2027**	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	3,559	100.0%	3,648	100.0%
<$50,000	77	2.2%	43	1.2%
$50,000-$99,999	147	4.1%	82	2.2%
$100,000-$149,999	633	17.8%	402	11.0%
$150,000-$199,999	673	18.9%	547	15.0%
$200,000-$249,999	668	18.8%	659	18.1%
$250,000-$299,999	608	17.1%	714	19.6%
$300,000-$399,999	379	10.6%	546	15.0%
$400,000-$499,999	180	5.1%	329	9.0%
$500,000-$749,999	107	3.0%	193	5.3%
$750,000-$999,999	64	1.8%	107	2.9%
$1,000,000-$1,499,999	19	0.5%	23	0.6%
$1,500,000-$1,999,999	4	0.1%	3	0.1%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$218,675		$256,373	
Average Value	$251,370		$297,485	

Census 2010 Housing Units	**Number**	**Percent**
Total	4,388	100.0%
In Urbanized Areas	6	0.1%
In Urban Clusters	3,188	72.7%
Rural Housing Units	1,193	27.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 10, 2022

©2022 Esri

Housing Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	3,080	100.0%
Owned with a Mortgage/Loan	2,006	65.1%
Owned Free and Clear	1,074	34.9%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	217	100.0%
For Rent	45	20.7%
Rented- Not Occupied	8	3.7%
For Sale Only	45	20.7%
Sold - Not Occupied	19	8.8%
Seasonal/Recreational/Occasional Use	28	12.9%
For Migrant Workers	0	0.0%
Other Vacant	72	33.2%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	4,163	3,081	74.0%
15-24	257	43	16.7%
25-34	578	357	61.8%
35-44	645	492	76.3%
45-54	737	590	80.1%
55-64	733	633	86.4%
65-74	540	467	86.5%
75-84	423	338	79.9%
85+	250	161	64.4%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	4,160	3,080	74.0%
White Alone	4,092	3,050	74.5%
Black/African American Alone	18	6	33.3%
American Indian/Alaska Native	2	0	0.0%
Asian Alone	23	10	43.5%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	3	2	66.7%
Two or More Races	22	12	54.5%
Hispanic Origin	30	13	43.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	4,160	3,080	74.0%
1-Person	1,150	640	55.7%
2-Person	1,655	1,353	81.8%
3-Person	547	412	75.3%
4-Person	504	422	83.7%
5-Person	219	182	83.1%
6-Person	63	53	84.1%
7+ Person	22	18	81.8%

2022 Housing Affordability	
Housing Affordability Index	138
Percent of Income for Mortgage	15.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 10, 2022

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Housing Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Population		Households	
2010 Total Population	37,014	2022 Median Household Income	$70,030
2020 Total Population	37,291	2027 Median Household Income	$78,079
2022 Total Population	37,396	2022-2027 Annual Rate	2.20%
2027 Total Population	37,539		
2022-2027 Annual Rate	0.08%		

	Census 2010		2022		2027	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	15,333	100.0%	16,149	100.0%	16,310	100.0%
Occupied	14,526	94.7%	14,862	92.0%	14,949	91.7%
Owner	10,675	69.6%	11,067	68.5%	11,296	69.3%
Renter	3,851	25.1%	3,795	23.5%	3,653	22.4%
Vacant	808	5.3%	1,287	8.0%	1,360	8.3%

	2022		2027	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	11,067	100.0%	11,296	100.0%
<$50,000	245	2.2%	154	1.4%
$50,000-$99,999	757	6.8%	481	4.3%
$100,000-$149,999	1,836	16.6%	1,279	11.3%
$150,000-$199,999	2,655	24.0%	2,256	20.0%
$200,000-$249,999	1,730	15.6%	1,710	15.1%
$250,000-$299,999	1,420	12.8%	1,600	14.2%
$300,000-$399,999	1,370	12.4%	2,075	18.4%
$400,000-$499,999	486	4.4%	823	7.3%
$500,000-$749,999	341	3.1%	548	4.9%
$750,000-$999,999	157	1.4%	258	2.3%
$1,000,000-$1,499,999	33	0.3%	39	0.3%
$1,500,000-$1,999,999	18	0.2%	31	0.3%
$2,000,000+	19	0.2%	42	0.4%
Median Value	$201,171		$243,216	
Average Value	$244,057		$290,519	

Census 2010 Housing Units	Number	Percent
Total	15,333	100.0%
In Urbanized Areas	5,177	33.8%
In Urban Clusters	3,218	21.0%
Rural Housing Units	6,938	45.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 10, 2022

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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	10,675	100.0%
Owned with a Mortgage/Loan	6,934	65.0%
Owned Free and Clear	3,741	35.0%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	816	100.0%
For Rent	201	24.6%
Rented- Not Occupied	26	3.2%
For Sale Only	133	16.3%
Sold - Not Occupied	42	5.1%
Seasonal/Recreational/Occasional Use	100	12.3%
For Migrant Workers	0	0.0%
Other Vacant	314	38.5%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	14,526	10,674	73.5%
15-24	1,407	160	11.4%
25-34	2,051	1,240	60.5%
35-44	2,139	1,696	79.3%
45-54	2,585	2,141	82.8%
55-64	2,648	2,358	89.0%
65-74	1,770	1,588	89.7%
75-84	1,241	1,042	84.0%
85+	685	449	65.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	14,524	10,674	73.5%
White Alone	14,222	10,540	74.1%
Black/African American Alone	115	37	32.2%
American Indian/Alaska Native	12	6	50.0%
Asian Alone	74	36	48.6%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	22	9	40.9%
Two or More Races	78	46	59.0%
Hispanic Origin	116	52	44.8%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	14,524	10,674	73.5%
1-Person	3,763	2,242	59.6%
2-Person	5,708	4,658	81.6%
3-Person	2,075	1,513	72.9%
4-Person	1,897	1,382	72.9%
5-Person	780	638	81.8%
6-Person	218	178	81.7%
7+ Person	83	63	75.9%

2022 Housing Affordability	
Housing Affordability Index	144
Percent of Income for Mortgage	15.1%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
Population Summary			
2010 Total Population	7,497	11,376	37,014
2020 Total Population	7,742	11,980	37,291
2020 Group Quarters	1,320	1,421	1,794
2022 Total Population	7,735	11,999	37,396
2022 Group Quarters	1,320	1,421	1,794
2027 Total Population	7,838	12,141	37,539
2022-2027 Annual Rate	0.26%	0.24%	0.08%
2022 Total Daytime Population	9,321	14,533	38,448
Workers	5,803	9,039	22,048
Residents	3,518	5,494	16,400
Household Summary			
2010 Households	2,600	4,160	14,525
2010 Average Household Size	2.31	2.35	2.41
2020 Total Households	2,767	4,432	14,786
2020 Average Household Size	2.32	2.38	2.40
2022 Households	2,798	4,471	14,862
2022 Average Household Size	2.29	2.37	2.40
2027 Households	2,847	4,536	14,950
2027 Average Household Size	2.29	2.36	2.39
2022-2027 Annual Rate	0.35%	0.29%	0.12%
2010 Families	1,658	2,735	9,279
2010 Average Family Size	2.83	2.86	2.87
2022 Families	1,752	2,882	9,324
2022 Average Family Size	2.83	2.89	2.88
2027 Families	1,774	2,910	9,361
2027 Average Family Size	2.82	2.89	2.87
2022-2027 Annual Rate	0.25%	0.19%	0.08%
Housing Unit Summary			
2000 Housing Units	2,572	3,999	14,613
Owner Occupied Housing Units	65.7%	68.9%	70.2%
Renter Occupied Housing Units	28.7%	26.2%	25.5%
Vacant Housing Units	5.6%	4.9%	4.3%
2010 Housing Units	2,768	4,388	15,333
Owner Occupied Housing Units	67.2%	70.2%	69.6%
Renter Occupied Housing Units	26.8%	24.6%	25.1%
Vacant Housing Units	6.1%	5.2%	5.3%
2020 Housing Units	3,048	4,838	15,958
Vacant Housing Units	9.2%	8.4%	7.3%
2022 Housing Units	3,113	4,927	16,149
Owner Occupied Housing Units	69.2%	72.2%	68.5%
Renter Occupied Housing Units	20.7%	18.5%	23.5%
Vacant Housing Units	10.1%	9.3%	8.0%
2027 Housing Units	3,166	5,000	16,310
Owner Occupied Housing Units	70.1%	73.0%	69.3%
Renter Occupied Housing Units	19.8%	17.7%	22.4%
Vacant Housing Units	10.1%	9.3%	8.3%
Median Household Income			
2022	$71,246	$73,848	$70,030
2027	$75,449	$79,050	$78,079
Median Home Value			
2022	$215,467	$218,675	$201,171
2027	$255,394	$256,373	$243,216
Per Capita Income			
2022	$31,576	$33,777	$36,526
2027	$34,326	$37,005	$41,309
Median Age			
2010	30.1	34.8	36.5
2022	34.6	38.3	39.2
2027	35.9	39.1	40.4

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

August 10, 2022

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	5 minutes	10 minutes	20 minutes
2022 Households by Income			
Household Income Base	2,798	4,471	14,862
<$15,000	5.9%	5.3%	6.8%
$15,000 - $24,999	7.4%	6.8%	5.7%
$25,000 - $34,999	6.0%	5.6%	6.8%
$35,000 - $49,999	12.6%	12.4%	13.1%
$50,000 - $74,999	20.4%	20.5%	20.7%
$75,000 - $99,999	15.1%	15.2%	15.1%
$100,000 - $149,999	22.5%	22.8%	19.6%
$150,000 - $199,999	7.5%	8.3%	7.7%
$200,000+	2.7%	3.0%	4.6%
Average Household Income	$86,939	$89,639	$91,115
2027 Households by Income			
Household Income Base	2,847	4,536	14,950
<$15,000	5.1%	4.6%	5.6%
$15,000 - $24,999	6.1%	5.5%	4.3%
$25,000 - $34,999	6.6%	5.9%	5.8%
$35,000 - $49,999	13.5%	12.4%	11.3%
$50,000 - $74,999	18.4%	18.8%	20.6%
$75,000 - $99,999	13.2%	13.8%	15.0%
$100,000 - $149,999	25.5%	26.1%	22.5%
$150,000 - $199,999	8.7%	9.6%	9.4%
$200,000+	3.0%	3.4%	5.5%
Average Household Income	$94,261	$97,986	$102,869
2022 Owner Occupied Housing Units by Value			
Total	2,155	3,559	11,067
<$50,000	1.8%	2.2%	2.2%
$50,000 - $99,999	3.8%	4.1%	6.8%
$100,000 - $149,999	19.2%	17.8%	16.6%
$150,000 - $199,999	19.5%	18.9%	24.0%
$200,000 - $249,999	18.4%	18.8%	15.6%
$250,000 - $299,999	16.7%	17.1%	12.8%
$300,000 - $399,999	9.5%	10.6%	12.4%
$400,000 - $499,999	5.3%	5.1%	4.4%
$500,000 - $749,999	2.6%	3.0%	3.1%
$750,000 - $999,999	2.5%	1.8%	1.4%
$1,000,000 - $1,499,999	0.7%	0.5%	0.3%
$1,500,000 - $1,999,999	0.1%	0.1%	0.2%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$253,886	$251,370	$244,057
2027 Owner Occupied Housing Units by Value			
Total	2,220	3,648	11,296
<$50,000	0.9%	1.2%	1.4%
$50,000 - $99,999	1.9%	2.2%	4.3%
$100,000 - $149,999	11.7%	11.0%	11.3%
$150,000 - $199,999	15.5%	15.0%	20.0%
$200,000 - $249,999	17.8%	18.1%	15.1%
$250,000 - $299,999	19.4%	19.6%	14.2%
$300,000 - $399,999	13.5%	15.0%	18.4%
$400,000 - $499,999	9.5%	9.0%	7.3%
$500,000 - $749,999	4.5%	5.3%	4.9%
$750,000 - $999,999	4.2%	2.9%	2.3%
$1,000,000 - $1,499,999	0.9%	0.6%	0.3%
$1,500,000 - $1,999,999	0.1%	0.1%	0.3%
$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	$304,356	$297,485	$290,519

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

August 10, 2022

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Market Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
2010 Population by Age			
Total	7,497	11,376	37,016
0 - 4	5.2%	5.5%	5.5%
5 - 9	4.9%	5.4%	5.5%
10 - 14	5.4%	5.7%	5.7%
15 - 24	29.4%	23.4%	20.4%
25 - 34	9.8%	10.2%	11.4%
35 - 44	9.1%	10.0%	10.5%
45 - 54	10.5%	11.8%	12.9%
55 - 64	9.9%	11.2%	12.5%
65 - 74	7.1%	7.8%	7.9%
75 - 84	5.4%	5.6%	5.0%
85 +	3.3%	3.4%	2.7%
18 +	80.9%	79.5%	79.5%
2022 Population by Age			
Total	7,733	11,998	37,398
0 - 4	4.8%	5.0%	4.9%
5 - 9	5.0%	5.3%	5.2%
10 - 14	5.2%	5.5%	5.4%
15 - 24	23.8%	18.7%	15.8%
25 - 34	11.8%	11.9%	14.0%
35 - 44	9.8%	10.4%	10.6%
45 - 54	9.0%	10.0%	10.6%
55 - 64	11.1%	12.2%	12.7%
65 - 74	10.0%	11.2%	11.5%
75 - 84	6.2%	6.4%	6.3%
85 +	3.3%	3.4%	3.0%
18 +	81.9%	81.0%	81.3%
2027 Population by Age			
Total	7,838	12,141	37,539
0 - 4	4.8%	5.0%	4.9%
5 - 9	5.0%	5.3%	5.1%
10 - 14	5.4%	5.7%	5.6%
15 - 24	23.5%	18.6%	15.4%
25 - 34	10.2%	10.2%	12.2%
35 - 44	11.4%	12.0%	11.9%
45 - 54	8.7%	9.6%	10.3%
55 - 64	10.1%	11.0%	11.4%
65 - 74	10.3%	11.5%	11.9%
75 - 84	7.2%	7.7%	7.9%
85 +	3.5%	3.6%	3.3%
18 +	81.3%	80.5%	81.0%
2010 Population by Sex			
Males	3,559	5,444	18,310
Females	3,938	5,931	18,704
2022 Population by Sex			
Males	3,734	5,844	18,609
Females	4,001	6,155	18,788
2027 Population by Sex			
Males	3,804	5,942	18,674
Females	4,034	6,199	18,865

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

August 10, 2022

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Market Profile

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100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
2010 Population by Race/Ethnicity			
Total	7,496	11,376	37,014
White Alone	94.9%	95.7%	96.3%
Black Alone	1.9%	1.5%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.3%	1.1%	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%	1.3%	1.3%
Diversity Index	12.4	10.7	9.8
2020 Population by Race/Ethnicity			
Total	7,742	11,980	37,291
White Alone	91.3%	92.4%	92.6%
Black Alone	2.4%	1.9%	1.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.8%	0.8%
Two or More Races	3.5%	3.3%	3.6%
Hispanic Origin	2.9%	2.6%	2.4%
Diversity Index	21.1	18.8	18.2
2022 Population by Race/Ethnicity			
Total	7,735	12,000	37,397
White Alone	91.1%	92.1%	92.3%
Black Alone	2.4%	1.9%	1.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	3.7%	3.5%	3.7%
Hispanic Origin	3.0%	2.7%	2.5%
Diversity Index	21.7	19.4	18.7
2027 Population by Race/Ethnicity			
Total	7,838	12,142	37,540
White Alone	90.4%	91.5%	91.6%
Black Alone	2.4%	2.0%	1.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	4.1%	3.8%	4.2%
Hispanic Origin	3.2%	2.9%	2.6%
Diversity Index	23.0	20.7	20.1
2010 Population by Relationship and Household Type			
Total	7,497	11,375	37,014
In Households	80.0%	86.0%	94.7%
In Family Households	63.6%	69.8%	73.5%
Householder	21.9%	24.1%	25.2%
Spouse	18.3%	20.4%	21.2%
Child	21.5%	23.4%	24.4%
Other relative	0.8%	0.9%	1.2%
Nonrelative	1.0%	1.1%	1.5%
In Nonfamily Households	16.4%	16.3%	21.2%
In Group Quarters	20.0%	14.0%	5.3%
Institutionalized Population	2.2%	2.2%	1.5%
Noninstitutionalized Population	17.8%	11.8%	3.8%

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

August 10, 2022

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100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	5 minutes	10 minutes	20 minutes
2022 Population 25+ by Educational Attainment			
Total	4,738	7,868	25,704
Less than 9th Grade	1.1%	1.1%	1.3%
9th - 12th Grade, No Diploma	1.7%	1.7%	2.8%
High School Graduate	25.8%	26.3%	26.5%
GED/Alternative Credential	2.6%	2.8%	3.3%
Some College, No Degree	19.3%	19.1%	17.9%
Associate Degree	10.4%	11.1%	13.6%
Bachelor's Degree	23.9%	23.6%	22.3%
Graduate/Professional Degree	15.2%	14.4%	12.3%
2022 Population 15+ by Marital Status			
Total	6,576	10,112	31,611
Never Married	40.7%	34.2%	33.3%
Married	47.7%	53.3%	53.6%
Widowed	5.6%	6.1%	5.7%
Divorced	6.0%	6.3%	7.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,366	6,722	21,711
Population 16+ Employed	97.3%	97.7%	97.6%
Population 16+ Unemployment rate	2.7%	2.3%	2.4%
Population 16-24 Employed	28.0%	22.1%	19.5%
Population 16-24 Unemployment rate	6.6%	6.3%	5.9%
Population 25-54 Employed	51.6%	54.8%	56.5%
Population 25-54 Unemployment rate	0.8%	0.8%	1.3%
Population 55-64 Employed	14.5%	16.6%	16.6%
Population 55-64 Unemployment rate	2.4%	2.3%	2.6%
Population 65+ Employed	5.8%	6.5%	7.4%
Population 65+ Unemployment rate	0.0%	0.2%	0.1%
2022 Employed Population 16+ by Industry			
Total	4,249	6,570	21,198
Agriculture/Mining	1.1%	1.6%	2.2%
Construction	5.4%	5.6%	6.4%
Manufacturing	16.8%	17.9%	17.5%
Wholesale Trade	1.1%	1.2%	1.8%
Retail Trade	10.5%	10.4%	12.0%
Transportation/Utilities	2.9%	3.1%	3.6%
Information	0.9%	0.8%	1.3%
Finance/Insurance/Real Estate	8.8%	9.6%	7.4%
Services	49.1%	46.7%	45.2%
Public Administration	3.4%	3.1%	2.7%
2022 Employed Population 16+ by Occupation			
Total	4,249	6,570	21,199
White Collar	65.7%	65.2%	61.9%
Management/Business/Financial	14.9%	16.7%	16.5%
Professional	30.1%	28.5%	25.4%
Sales	7.6%	7.5%	8.6%
Administrative Support	13.2%	12.5%	11.3%
Services	14.2%	13.3%	13.6%
Blue Collar	20.1%	21.5%	24.5%
Farming/Forestry/Fishing	0.6%	0.6%	0.6%
Construction/Extraction	6.1%	5.8%	5.3%
Installation/Maintenance/Repair	2.4%	2.3%	3.0%
Production	5.9%	6.8%	7.9%
Transportation/Material Moving	5.1%	6.0%	7.8%

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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	5 minutes	10 minutes	20 minutes
2010 Households by Type			
Total	2,601	4,161	14,525
Households with 1 Person	28.7%	27.6%	25.9%
Households with 2+ People	71.3%	72.4%	74.1%
Family Households	63.7%	65.7%	63.9%
Husband-wife Families	53.3%	55.5%	53.7%
With Related Children	20.4%	21.0%	20.2%
Other Family (No Spouse Present)	10.4%	10.2%	10.2%
Other Family with Male Householder	2.6%	2.6%	3.2%
With Related Children	2.0%	1.9%	1.9%
Other Family with Female Householder	7.8%	7.6%	7.0%
With Related Children	5.6%	5.4%	4.7%
Nonfamily Households	7.5%	6.6%	10.2%
All Households with Children	28.4%	28.7%	27.2%
Multigenerational Households	1.0%	1.0%	1.1%
Unmarried Partner Households	5.2%	5.1%	5.3%
Male-female	4.8%	4.7%	4.9%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	2,601	4,159	14,526
1 Person Household	28.7%	27.7%	25.9%
2 Person Household	39.0%	39.8%	39.3%
3 Person Household	13.1%	13.2%	14.3%
4 Person Household	12.0%	12.1%	13.1%
5 Person Household	5.2%	5.2%	5.4%
6 Person Household	1.5%	1.5%	1.5%
7 + Person Household	0.5%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	2,600	4,160	14,526
Owner Occupied	71.5%	74.0%	73.5%
Owned with a Mortgage/Loan	46.5%	48.2%	47.7%
Owned Free and Clear	25.0%	25.8%	25.8%
Renter Occupied	28.5%	26.0%	26.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	138	144
Percent of Income for Mortgage	15.9%	15.6%	15.1%
Wealth Index	74	77	81
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,768	4,388	15,333
Housing Units Inside Urbanized Area	0.0%	0.1%	33.8%
Housing Units Inside Urbanized Cluster	85.8%	72.7%	21.0%
Rural Housing Units	14.2%	27.2%	45.2%
2010 Population By Urban/ Rural Status			
Total Population	7,497	11,376	37,014
Population Inside Urbanized Area	0.0%	0.1%	32.0%
Population Inside Urbanized Cluster	87.9%	75.1%	23.3%
Rural Population	12.1%	24.7%	44.7%

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

August 10, 2022

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	5 minutes	10 minutes	20 minutes
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	In Style (5B)	In Style (5B)	Midlife Constants (5E)
3.	Midlife Constants (5E)	Middleburg (4C)	Old and Newcomers (8F)
2022 Consumer Spending			
Apparel & Services: Total $	$5,607,758	$9,187,268	$31,106,051
Average Spent	$2,004.20	$2,054.86	$2,092.99
Spending Potential Index	83	85	87
Education: Total $	$4,269,153	$6,897,491	$23,493,991
Average Spent	$1,525.79	$1,542.72	$1,580.81
Spending Potential Index	78	79	81
Entertainment/Recreation: Total $	$8,704,049	$14,477,631	$49,908,095
Average Spent	$3,110.81	$3,238.12	$3,358.10
Spending Potential Index	85	88	91
Food at Home: Total $	$14,394,102	$23,852,870	$81,974,508
Average Spent	$5,144.43	$5,335.02	$5,515.71
Spending Potential Index	83	86	89
Food Away from Home: Total $	$9,935,109	$16,273,564	$55,140,485
Average Spent	$3,550.79	$3,639.80	$3,710.17
Spending Potential Index	82	84	86
Health Care: Total $	$17,332,080	$29,013,685	$99,522,809
Average Spent	$6,194.45	$6,489.31	$6,696.46
Spending Potential Index	87	92	94
HH Furnishings & Equipment: Total $	$6,043,379	$9,976,651	$33,499,463
Average Spent	$2,159.89	$2,231.41	$2,254.03
Spending Potential Index	84	87	88
Personal Care Products & Services: Total $	$2,405,105	$3,954,335	$13,360,838
Average Spent	$859.58	$884.44	$898.99
Spending Potential Index	84	87	88
Shelter: Total $	$51,835,012	$84,503,807	$284,851,011
Average Spent	$18,525.74	$18,900.43	$19,166.40
Spending Potential Index	81	83	84
Support Payments/Cash Contributions/Gifts in Kind: Total $	$6,486,427	$10,658,395	$35,962,851
Average Spent	$2,318.24	$2,383.90	$2,419.79
Spending Potential Index	85	88	89
Travel: Total $	$6,651,148	$10,943,002	$36,483,347
Average Spent	$2,377.11	$2,447.55	$2,454.81
Spending Potential Index	83	85	85
Vehicle Maintenance & Repairs: Total $	$3,026,934	$5,002,357	$17,222,373
Average Spent	$1,081.82	$1,118.85	$1,158.82
Spending Potential Index	86	89	92

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.

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Retail Demand Outlook

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Middleburg (4C)	20.5%	Population	7,735	7,838
In Style (5B)	20.0%	Households	2,798	2,847
Midlife Constants (5E)	19.6%	Families	1,752	1,774
Salt of the Earth (6B)	11.6%	Median Age	34.6	35.9
Rustbelt Traditions (5D)	10.3%	Median Household Income	$71,246	$75,449

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	$5,607,758	$6,186,470	$578,712
Men's	$1,068,314	$1,178,548	$110,234
Women's	$1,985,126	$2,189,946	$204,820
Children's	$804,828	$888,318	$83,490
Footwear	$1,318,190	$1,453,970	$135,780
Watches & Jewelry	$342,851	$378,031	$35,180
Apparel Products and Services (1)	$136,262	$150,357	$14,095
Computer			
Computers and Hardware for Home Use	$431,110	$475,650	$44,540
Portable Memory	$11,840	$13,058	$1,218
Computer Software	$25,134	$27,703	$2,569
Computer Accessories	$50,787	$56,022	$5,235
Entertainment & Recreation	$8,704,049	$9,600,348	$896,299
Fees and Admissions	$1,915,525	$2,113,491	$197,966
Membership Fees for Clubs (2)	$657,006	$724,805	$67,799
Fees for Participant Sports, excl. Trips	$307,197	$339,295	$32,098
Tickets to Theatre/Operas/Concerts	$213,009	$234,789	$21,780
Tickets to Movies	$142,439	$157,204	$14,765
Tickets to Parks or Museums	$87,013	$96,052	$9,039
Admission to Sporting Events, excl. Trips	$171,181	$188,836	$17,655
Fees for Recreational Lessons	$334,570	$369,079	$34,509
Dating Services	$3,111	$3,431	$320
TV/Video/Audio	$3,202,371	$3,532,734	$330,363
Cable and Satellite Television Services	$2,201,619	$2,428,696	$227,077
Televisions	$304,984	$336,575	$31,591
Satellite Dishes	$4,731	$5,221	$490
VCRs, Video Cameras, and DVD Players	$13,760	$15,177	$1,417
Miscellaneous Video Equipment	$41,569	$45,844	$4,275
Video Cassettes and DVDs	$21,111	$23,285	$2,174
Video Game Hardware/Accessories	$79,962	$88,147	$8,185
Video Game Software	$45,248	$49,882	$4,634
Rental/Streaming/Downloaded Video	$195,746	$215,959	$20,213
Installation of Televisions	$1,616	$1,787	$171
Audio (3)	$284,072	$313,412	$29,340
Rental and Repair of TV/Radio/Sound Equipment	$7,952	$8,751	$799
Pets	$1,996,615	$2,201,167	$204,552
Toys/Games/Crafts/Hobbies (4)	$319,717	$352,674	$32,957
Recreational Vehicles and Fees (5)	$303,047	$334,048	$31,001
Sports/Recreation/Exercise Equipment (6)	$487,136	$537,368	$50,232
Photo Equipment and Supplies (7)	$124,874	$137,738	$12,864
Reading (8)	$283,359	$312,448	$29,089
Catered Affairs (9)	$72,045	$79,383	$7,338
Food	$24,329,211	$26,842,332	$2,513,121
Food at Home	$14,394,102	$15,880,626	$1,486,524
Bakery and Cereal Products	$1,845,449	$2,035,878	$190,429
Meats, Poultry, Fish, and Eggs	$3,107,104	$3,427,837	$320,733
Dairy Products	$1,439,320	$1,587,725	$148,405
Fruits and Vegetables	$2,754,454	$3,039,216	$284,762
Snacks and Other Food at Home (10)	$5,247,776	$5,789,970	$542,194
Food Away from Home	$9,935,109	$10,961,706	$1,026,597
Alcoholic Beverages	$1,659,094	$1,830,213	$171,119

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 10, 2022

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$76,215,204	$84,141,309	$7,926,105
Value of Retirement Plans	$277,799,319	$306,429,456	$28,630,137
Value of Other Financial Assets	$24,419,472	$26,936,457	$2,516,985
Vehicle Loan Amount excluding Interest	$7,945,850	$8,771,801	$825,951
Value of Credit Card Debt	$7,431,736	$8,199,046	$767,310
Health			
Nonprescription Drugs	$434,939	$479,673	$44,734
Prescription Drugs	$968,931	$1,068,536	$99,605
Eyeglasses and Contact Lenses	$266,490	$293,844	$27,354
Home			
Mortgage Payment and Basics (11)	$28,031,491	$30,937,304	$2,905,813
Maintenance and Remodeling Services	$7,534,707	$8,316,009	$781,302
Maintenance and Remodeling Materials (12)	$1,645,715	$1,816,123	$170,408
Utilities, Fuel, and Public Services	$13,457,185	$14,846,337	$1,389,152
Household Furnishings and Equipment			
Household Textiles (13)	$266,154	$293,628	$27,474
Furniture	$1,711,391	$1,888,241	$176,850
Rugs	$85,225	$94,017	$8,792
Major Appliances (14)	$1,021,410	$1,127,458	$106,048
Housewares (15)	$237,539	$262,025	$24,486
Small Appliances	$140,902	$155,419	$14,517
Luggage	$44,104	$48,678	$4,574
Telephones and Accessories	$270,221	$297,763	$27,542
Household Operations			
Child Care	$1,359,143	$1,500,500	$141,357
Lawn and Garden (16)	$1,379,520	$1,522,014	$142,494
Moving/Storage/Freight Express	$179,874	$198,579	$18,705
Housekeeping Supplies (17)	$2,092,900	$2,309,403	$216,503
Insurance			
Owners and Renters Insurance	$1,759,547	$1,941,904	$182,357
Vehicle Insurance	$4,971,748	$5,486,451	$514,703
Life/Other Insurance	$1,658,165	$1,829,418	$171,253
Health Insurance	$11,425,214	$12,606,683	$1,181,469
Personal Care Products (18)	$1,326,697	$1,463,641	$136,944
School Books and Supplies (19)	$342,149	$377,379	$35,230
Smoking Products	$1,078,243	$1,188,221	$109,978
Transportation			
Payments on Vehicles excluding Leases	$7,124,158	$7,863,437	$739,279
Gasoline and Motor Oil	$6,372,276	$7,030,833	$658,557
Vehicle Maintenance and Repairs	$3,026,934	$3,339,045	$312,111
Travel			
Airline Fares	$1,603,129	$1,769,035	$165,906
Lodging on Trips	$1,890,879	$2,086,093	$195,214
Auto/Truck Rental on Trips	$141,361	$156,034	$14,673
Food and Drink on Trips	$1,577,914	$1,740,906	$162,992

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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Retail Demand Outlook

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Top Tapestry Segments	**Percent**	**Demographic Summary**	**2022**	**2027**
Salt of the Earth (6B)	25.6%	Population	11,999	12,141
In Style (5B)	17.8%	Households	4,471	4,536
Middleburg (4C)	17.4%	Families	2,882	2,910
Midlife Constants (5E)	17.2%	Median Age	38.3	39.1
Retirement Communities (9E)	7.5%	Median Household Income	$73,848	$79,050

	2022 Consumer Spending	**2027 Forecasted Demand**	**Projected Spending Growth**
Apparel and Services	$9,187,268	$10,185,349	$998,081
Men's	$1,730,772	$1,919,149	$188,377
Women's	$3,270,861	$3,625,738	$354,877
Children's	$1,324,483	$1,468,940	$144,457
Footwear	$2,151,933	$2,385,478	$233,545
Watches & Jewelry	$569,135	$630,565	$61,430
Apparel Products and Services (1)	$221,941	$246,101	$24,160
Computer			
Computers and Hardware for Home Use	$701,772	$778,193	$76,421
Portable Memory	$19,794	$21,932	$2,138
Computer Software	$40,614	$45,003	$4,389
Computer Accessories	$82,862	$91,860	$8,998
Entertainment & Recreation	$14,477,631	$16,043,901	$1,566,270
Fees and Admissions	$3,131,622	$3,472,074	$340,452
Membership Fees for Clubs (2)	$1,070,996	$1,187,359	$116,363
Fees for Participant Sports, excl. Trips	$500,718	$555,646	$54,928
Tickets to Theatre/Operas/Concerts	$349,626	$387,274	$37,648
Tickets to Movies	$227,806	$252,745	$24,939
Tickets to Parks or Museums	$142,963	$158,570	$15,607
Admission to Sporting Events, excl. Trips	$283,982	$314,726	$30,744
Fees for Recreational Lessons	$550,584	$610,270	$59,686
Dating Services	$4,947	$5,485	$538
TV/Video/Audio	$5,305,873	$5,881,082	$575,209
Cable and Satellite Television Services	$3,683,429	$4,082,002	$398,573
Televisions	$492,715	$546,529	$53,814
Satellite Dishes	$7,580	$8,408	$828
VCRs, Video Cameras, and DVD Players	$22,614	$25,066	$2,452
Miscellaneous Video Equipment	$69,771	$77,295	$7,524
Video Cassettes and DVDs	$34,055	$37,759	$3,704
Video Game Hardware/Accessories	$131,223	$145,405	$14,182
Video Game Software	$72,355	$80,208	$7,853
Rental/Streaming/Downloaded Video	$315,554	$349,967	$34,413
Installation of Televisions	$2,500	$2,779	$279
Audio (3)	$461,232	$511,449	$50,217
Rental and Repair of TV/Radio/Sound Equipment	$12,844	$14,214	$1,370
Pets	$3,397,674	$3,762,715	$365,041
Toys/Games/Crafts/Hobbies (4)	$528,636	$585,946	$57,310
Recreational Vehicles and Fees (5)	$527,269	$583,606	$56,337
Sports/Recreation/Exercise Equipment (6)	$800,630	$887,575	$86,945
Photo Equipment and Supplies (7)	$201,760	$223,698	$21,938
Reading (8)	$467,710	$518,222	$50,512
Catered Affairs (9)	$117,374	$130,000	$12,626
Food	$40,126,434	$44,484,750	$4,358,316
Food at Home	$23,852,870	$26,441,088	$2,588,218
Bakery and Cereal Products	$3,064,506	$3,396,682	$332,176
Meats, Poultry, Fish, and Eggs	$5,164,484	$5,724,383	$559,899
Dairy Products	$2,396,176	$2,655,665	$259,489
Fruits and Vegetables	$4,544,864	$5,038,708	$493,844
Snacks and Other Food at Home (10)	$8,682,841	$9,625,650	$942,809
Food Away from Home	$16,273,564	$18,043,662	$1,770,098
Alcoholic Beverages	$2,735,263	$3,031,836	$296,573

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$124,111,673	$137,672,723	$13,561,050
Value of Retirement Plans	$465,566,041	$515,829,944	$50,263,903
Value of Other Financial Assets	$41,455,450	$45,923,751	$4,468,301
Vehicle Loan Amount excluding Interest	$13,015,586	$14,438,922	$1,423,336
Value of Credit Card Debt	$12,345,066	$13,683,286	$1,338,220
Health			
Nonprescription Drugs	$738,559	$818,167	$79,608
Prescription Drugs	$1,645,703	$1,822,932	$177,229
Eyeglasses and Contact Lenses	$448,738	$497,061	$48,323
Home			
Mortgage Payment and Basics (11)	$47,101,227	$52,209,120	$5,107,893
Maintenance and Remodeling Services	$12,607,227	$13,976,182	$1,368,955
Maintenance and Remodeling Materials (12)	$2,817,760	$3,122,451	$304,691
Utilities, Fuel, and Public Services	$22,333,596	$24,755,591	$2,421,995
Household Furnishings and Equipment			
Household Textiles (13)	$434,707	$481,966	$47,259
Furniture	$2,808,211	$3,113,529	$305,318
Rugs	$141,286	$156,593	$15,307
Major Appliances (14)	$1,695,328	$1,879,932	$184,604
Housewares (15)	$393,266	$435,886	$42,620
Small Appliances	$231,118	$256,195	$25,077
Luggage	$71,167	$78,948	$7,781
Telephones and Accessories	$452,537	$500,982	$48,445
Household Operations			
Child Care	$2,219,163	$2,461,903	$242,740
Lawn and Garden (16)	$2,351,221	$2,605,128	$253,907
Moving/Storage/Freight Express	$283,413	$314,631	$31,218
Housekeeping Supplies (17)	$3,492,227	$3,871,246	$379,019
Insurance			
Owners and Renters Insurance	$2,983,621	$3,306,900	$323,279
Vehicle Insurance	$8,152,689	$9,040,892	$888,203
Life/Other Insurance	$2,787,753	$3,089,319	$301,566
Health Insurance	$19,111,127	$21,183,144	$2,072,017
Personal Care Products (18)	$2,187,359	$2,424,807	$237,448
School Books and Supplies (19)	$557,112	$617,642	$60,530
Smoking Products	$1,797,414	$1,990,553	$193,139
Transportation			
Payments on Vehicles excluding Leases	$11,819,625	$13,107,338	$1,287,713
Gasoline and Motor Oil	$10,527,009	$11,671,028	$1,144,019
Vehicle Maintenance and Repairs	$5,002,357	$5,544,753	$542,396
Travel			
Airline Fares	$2,599,502	$2,882,853	$283,351
Lodging on Trips	$3,140,367	$3,480,690	$340,323
Auto/Truck Rental on Trips	$229,122	$254,164	$25,042
Food and Drink on Trips	$2,596,518	$2,878,519	$282,001

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Salt of the Earth (6B)	28.2%	Population	37,396	37,539
Midlife Constants (5E)	9.0%	Households	14,862	14,950
Old and Newcomers (8F)	7.3%	Families	9,324	9,361
Heartland Communities (6F)	6.1%	Median Age	39.2	40.4
In Style (5B)	5.9%	Median Household Income	$70,030	$78,079

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	$31,106,051	$35,329,930	$4,223,879
Men's	$5,819,133	$6,607,826	$788,693
Women's	$11,104,740	$12,611,546	$1,506,806
Children's	$4,508,614	$5,123,277	$614,663
Footwear	$7,271,695	$8,259,463	$987,768
Watches & Jewelry	$1,969,667	$2,236,763	$267,096
Apparel Products and Services (1)	$725,204	$823,817	$98,613
Computer			
Computers and Hardware for Home Use	$2,388,844	$2,712,493	$323,649
Portable Memory	$67,670	$76,884	$9,214
Computer Software	$139,502	$158,311	$18,809
Computer Accessories	$280,841	$318,922	$38,081
Entertainment & Recreation	$49,908,095	$56,687,625	$6,779,530
Fees and Admissions	$10,275,817	$11,671,109	$1,395,292
Membership Fees for Clubs (2)	$3,520,997	$3,998,488	$477,491
Fees for Participant Sports, excl. Trips	$1,606,392	$1,825,348	$218,956
Tickets to Theatre/Operas/Concerts	$1,155,073	$1,311,487	$156,414
Tickets to Movies	$756,377	$858,923	$102,546
Tickets to Parks or Museums	$478,445	$543,538	$65,093
Admission to Sporting Events, excl. Trips	$939,148	$1,066,709	$127,561
Fees for Recreational Lessons	$1,803,364	$2,048,414	$245,050
Dating Services	$16,021	$18,201	$2,180
TV/Video/Audio	$18,207,913	$20,683,469	$2,475,556
Cable and Satellite Television Services	$12,673,686	$14,399,186	$1,725,500
Televisions	$1,652,376	$1,876,566	$224,190
Satellite Dishes	$25,793	$29,280	$3,487
VCRs, Video Cameras, and DVD Players	$77,903	$88,487	$10,584
Miscellaneous Video Equipment	$242,926	$275,921	$32,995
Video Cassettes and DVDs	$117,135	$133,022	$15,887
Video Game Hardware/Accessories	$478,509	$543,115	$64,606
Video Game Software	$255,241	$289,670	$34,429
Rental/Streaming/Downloaded Video	$1,084,537	$1,231,458	$146,921
Installation of Televisions	$7,693	$8,734	$1,041
Audio (3)	$1,546,568	$1,756,367	$209,799
Rental and Repair of TV/Radio/Sound Equipment	$45,545	$51,664	$6,119
Pets	$12,251,576	$13,914,749	$1,663,173
Toys/Games/Crafts/Hobbies (4)	$1,836,285	$2,085,949	$249,664
Recreational Vehicles and Fees (5)	$1,861,419	$2,114,667	$253,248
Sports/Recreation/Exercise Equipment (6)	$2,792,131	$3,171,245	$379,114
Photo Equipment and Supplies (7)	$681,910	$774,178	$92,268
Reading (8)	$1,604,788	$1,822,369	$217,581
Catered Affairs (9)	$399,432	$453,481	$54,049
Food	$137,114,993	$155,752,112	$18,637,119
Food at Home	$81,974,508	$93,124,993	$11,150,485
Bakery and Cereal Products	$10,526,123	$11,958,121	$1,431,998
Meats, Poultry, Fish, and Eggs	$17,757,811	$20,174,458	$2,416,647
Dairy Products	$8,314,936	$9,445,266	$1,130,330
Fruits and Vegetables	$15,497,831	$17,605,746	$2,107,915
Snacks and Other Food at Home (10)	$29,877,807	$33,941,401	$4,063,594
Food Away from Home	$55,140,485	$62,627,119	$7,486,634
Alcoholic Beverages	$9,182,211	$10,428,982	$1,246,771

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Retail Demand Outlook

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$396,683,654	$450,626,477	$53,942,823
Value of Retirement Plans	$1,527,514,855	$1,735,382,118	$207,867,263
Value of Other Financial Assets	$140,590,311	$159,722,271	$19,131,960
Vehicle Loan Amount excluding Interest	$44,204,861	$50,219,061	$6,014,200
Value of Credit Card Debt	$41,758,374	$47,442,912	$5,684,538
Health			
Nonprescription Drugs	$2,644,508	$3,004,136	$359,628
Prescription Drugs	$5,775,889	$6,562,320	$786,431
Eyeglasses and Contact Lenses	$1,572,070	$1,785,598	$213,528
Home			
Mortgage Payment and Basics (11)	$155,314,504	$176,484,864	$21,170,360
Maintenance and Remodeling Services	$41,831,052	$47,523,817	$5,692,765
Maintenance and Remodeling Materials (12)	$9,800,221	$11,135,852	$1,335,631
Utilities, Fuel, and Public Services	$76,679,597	$87,108,202	$10,428,605
Household Furnishings and Equipment			
Household Textiles (13)	$1,462,209	$1,660,801	$198,592
Furniture	$9,440,467	$10,723,244	$1,282,777
Rugs	$464,335	$527,501	$63,166
Major Appliances (14)	$5,620,149	$6,386,113	$765,964
Housewares (15)	$1,356,601	$1,540,649	$184,048
Small Appliances	$795,572	$903,475	$107,903
Luggage	$234,041	$265,856	$31,815
Telephones and Accessories	$1,548,581	$1,759,257	$210,676
Household Operations			
Child Care	$7,344,040	$8,344,369	$1,000,329
Lawn and Garden (16)	$8,096,278	$9,198,509	$1,102,231
Moving/Storage/Freight Express	$952,527	$1,081,656	$129,129
Housekeeping Supplies (17)	$12,082,214	$13,726,088	$1,643,874
Insurance			
Owners and Renters Insurance	$10,189,536	$11,578,837	$1,389,301
Vehicle Insurance	$27,843,445	$31,627,919	$3,784,474
Life/Other Insurance	$9,282,454	$10,547,917	$1,265,463
Health Insurance	$65,275,675	$74,164,263	$8,888,588
Personal Care Products (18)	$7,509,705	$8,529,650	$1,019,945
School Books and Supplies (19)	$1,932,644	$2,193,418	$260,774
Smoking Products	$6,426,525	$7,300,045	$873,520
Transportation			
Payments on Vehicles excluding Leases	$40,417,008	$45,919,661	$5,502,653
Gasoline and Motor Oil	$36,318,059	$41,252,761	$4,934,702
Vehicle Maintenance and Repairs	$17,222,373	$19,561,881	$2,339,508
Travel			
Airline Fares	$8,549,882	$9,709,320	$1,159,438
Lodging on Trips	$10,468,033	$11,890,599	$1,422,566
Auto/Truck Rental on Trips	$748,349	$849,985	$101,636
Food and Drink on Trips	$8,679,944	$9,858,478	$1,178,534

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August 10, 2022

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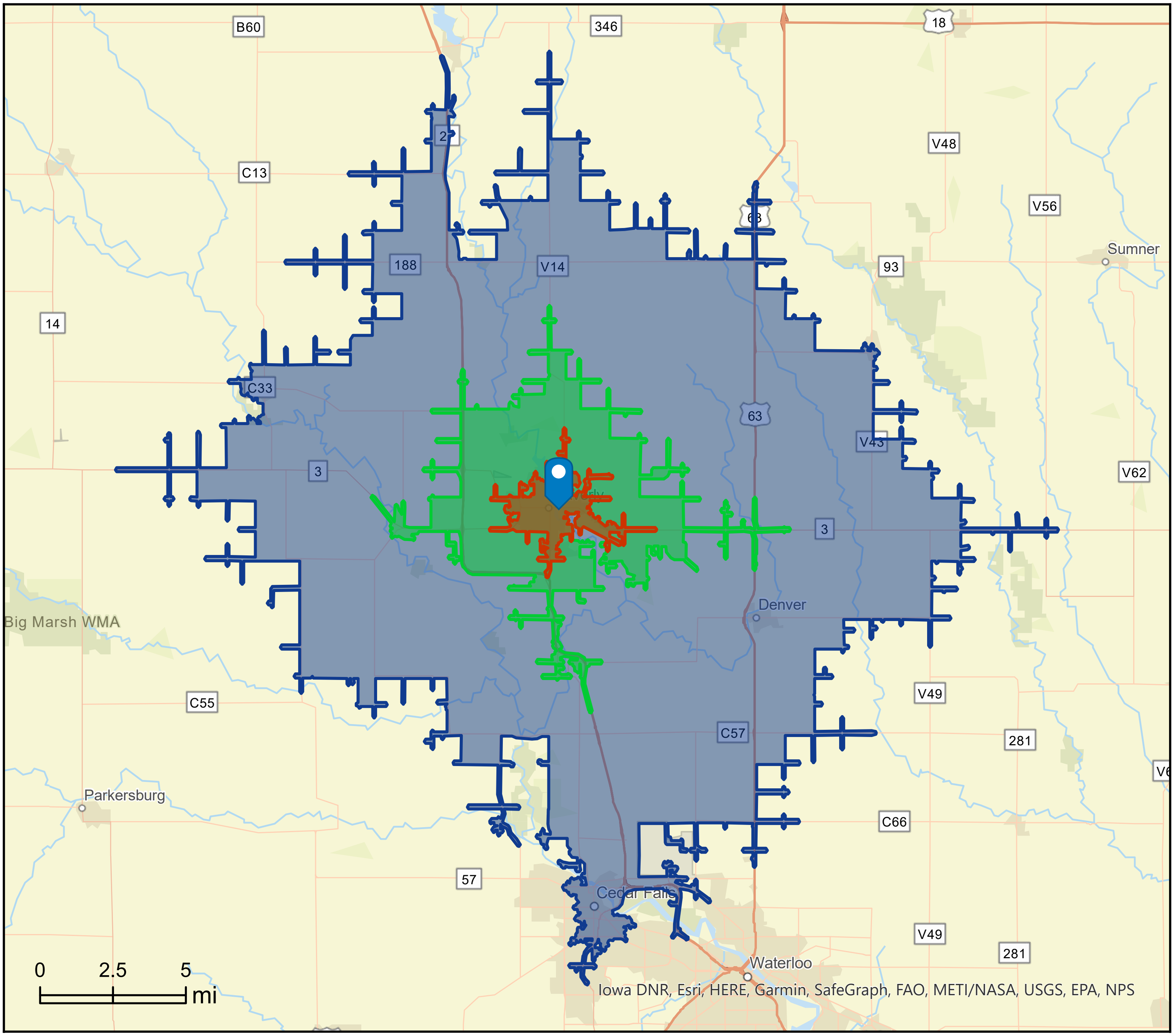
Site Map

Waverly, Iowa
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932



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Sumner
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Denver
Big Marsh WMA
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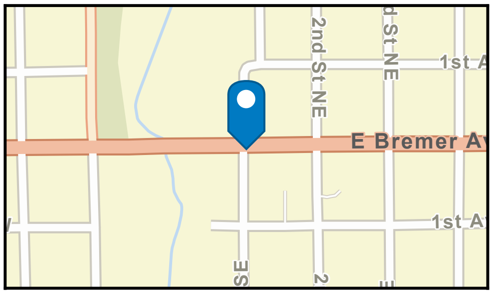

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Waterloo
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June 22, 2022

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Tapestry Segmentation Area Profile

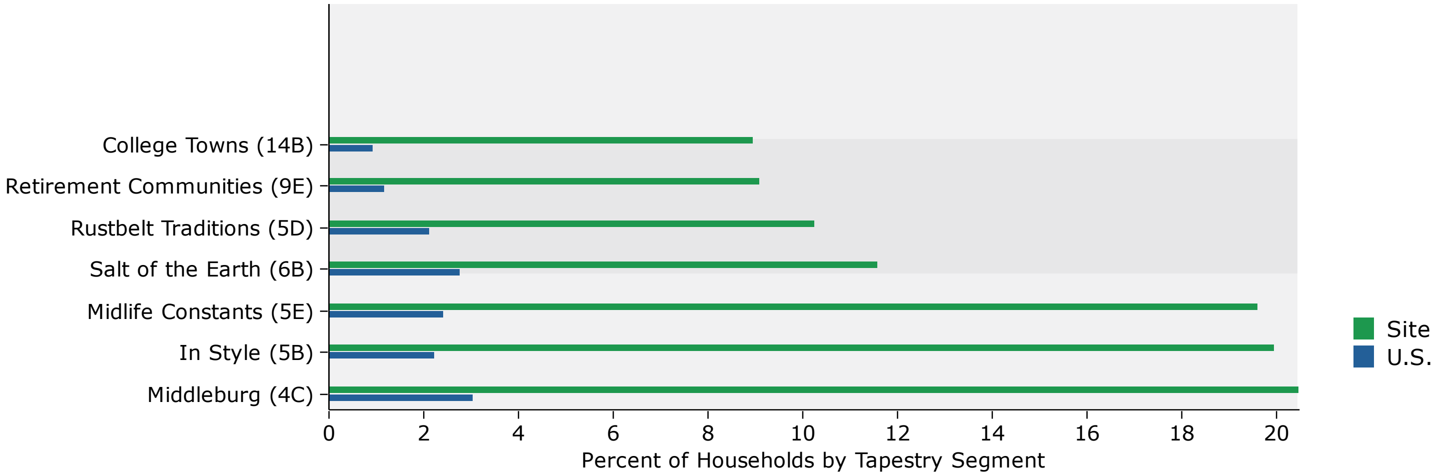
100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Top Twenty Tapestry Segments

		2022 Households		2022 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Middleburg (4C)	20.5%	20.5%	3.1%	3.1%	671
2	In Style (5B)	20.0%	40.5%	2.2%	5.3%	893
3	Midlife Constants (5E)	19.6%	60.1%	2.4%	7.7%	811
4	Salt of the Earth (6B)	11.6%	71.7%	2.8%	10.5%	416
5	Rustbelt Traditions (5D)	10.3%	81.9%	2.1%	12.6%	478
	Subtotal	**82.0%**		**12.6%**		
6	Retirement Communities (9E)	9.1%	91.0%	1.2%	13.8%	766
7	College Towns (14B)	9.0%	100.0%	1.0%	14.8%	937
	Subtotal	**18.1%**		**2.2%**		
	Total	**100.0%**		**14.8%**		**676**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 10, 2022

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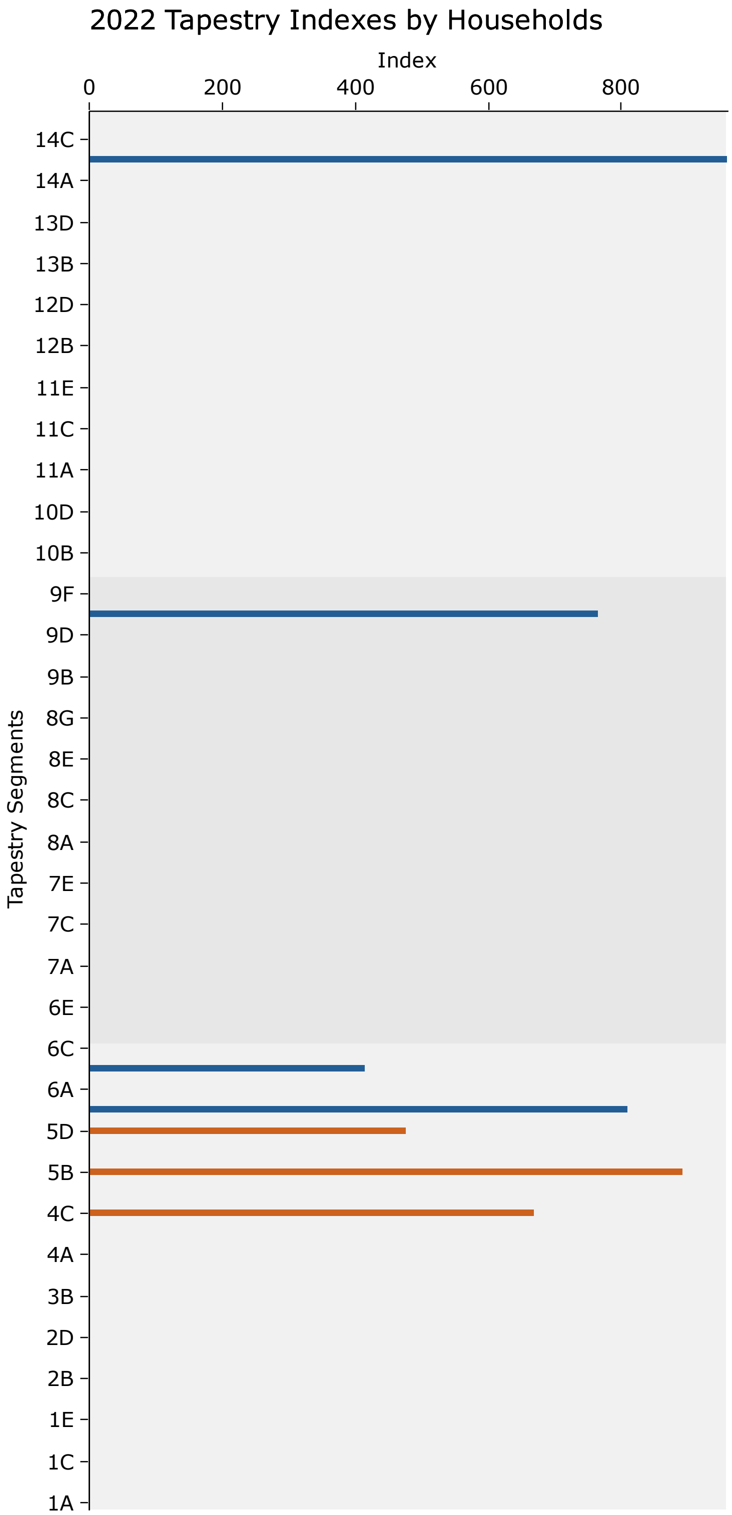

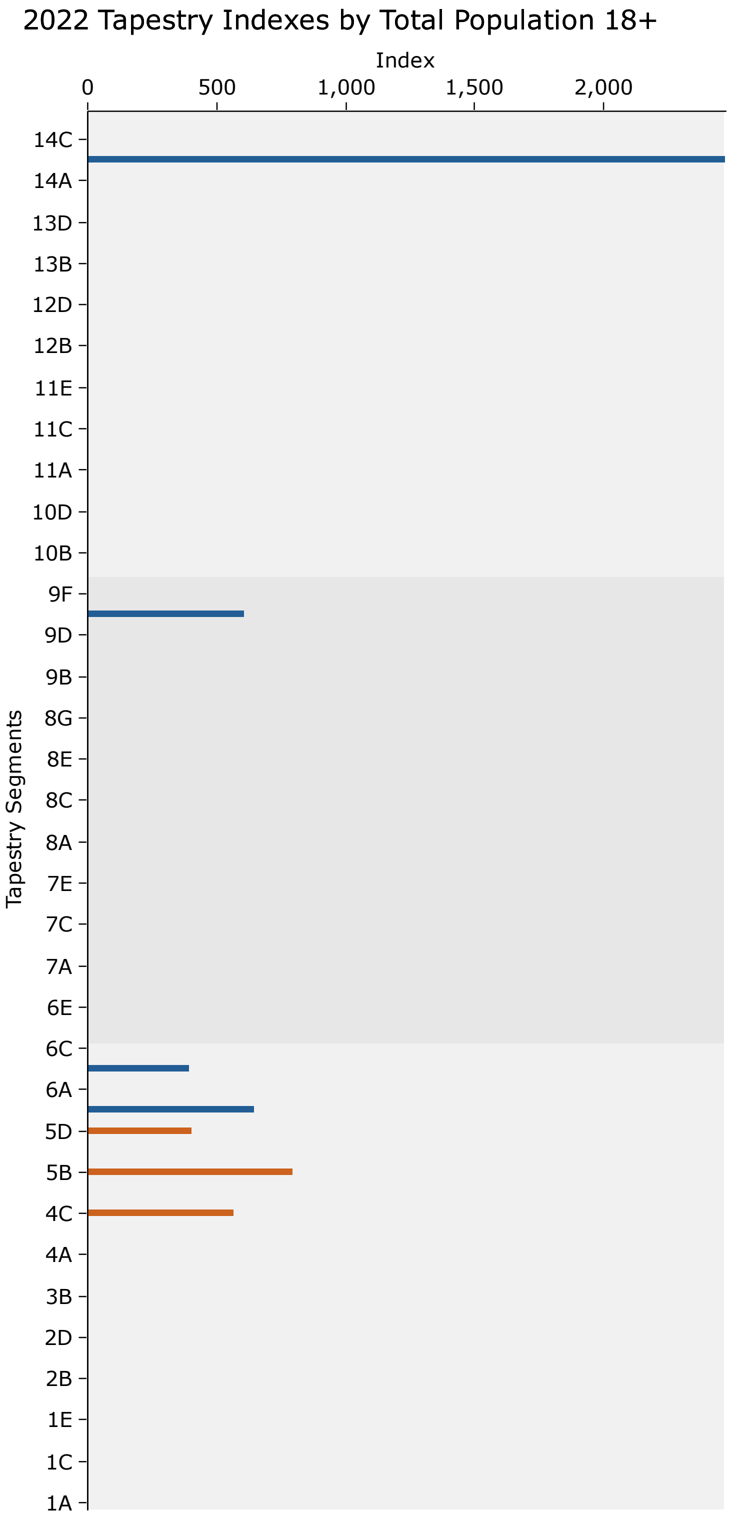

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry LifeMode Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,798	100.0%		6,335	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**573**	**20.5%**	**263**	**1,107**	**17.5%**	**215**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	573	20.5%	671	1,107	17.5%	571
5. GenXurban	**1,395**	**49.9%**	**446**	**2,548**	**40.2%**	**371**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	559	20.0%	893	1,068	16.9%	797
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	287	10.3%	478	522	8.2%	406
Midlife Constants (5E)	549	19.6%	811	958	15.1%	649
6. Cozy Country Living	**324**	**11.6%**	**99**	**702**	**11.1%**	**95**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	324	11.6%	416	702	11.1%	398
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 10, 2022

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Tapestry LifeMode Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,798	100.0%		6,335	100.0%	
8. Middle Ground	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**255**	**9.1%**	**158**	**407**	**6.4%**	**125**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	255	9.1%	766	407	6.4%	609
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**251**	**9.0%**	**571**	**1,571**	**24.8%**	**1,101**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	251	9.0%	961	1,571	24.8%	2,475
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

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100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,798	100.0%		6,335	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**287**	**10.3%**	**42**	**522**	**8.2%**	**47**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	287	10.3%	478	522	8.2%	406
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**1,065**	**38.1%**	**210**	**3,046**	**48.1%**	**286**
In Style (5B)	559	20.0%	893	1,068	16.9%	797
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	255	9.1%	766	407	6.4%	609
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	251	9.0%	961	1,571	24.8%	2,475
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

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Tapestry Urbanization Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,798	100.0%		6,335	100.0%	
4. Suburban Periphery	**549**	**19.6%**	**61**	**958**	**15.1%**	**45**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	549	19.6%	811	958	15.1%	649
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**573**	**20.5%**	**220**	**1,107**	**17.5%**	**193**
Middleburg (4C)	573	20.5%	671	1,107	17.5%	571
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**324**	**11.6%**	**71**	**702**	**11.1%**	**68**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	324	11.6%	416	702	11.1%	398
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 10, 2022

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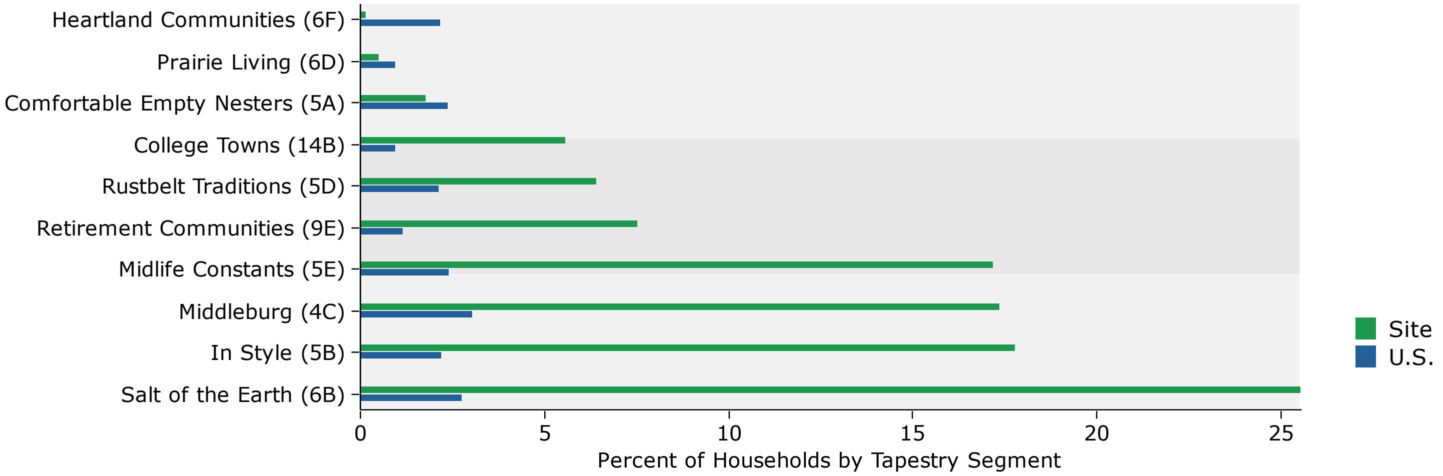
100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Top Twenty Tapestry Segments

		2022 Households		2022 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Salt of the Earth (6B)	25.6%	25.6%	2.8%	2.8%	918
2	In Style (5B)	17.8%	43.4%	2.2%	5.0%	796
3	Middleburg (4C)	17.4%	60.7%	3.1%	8.1%	569
4	Midlife Constants (5E)	17.2%	77.9%	2.4%	10.5%	711
5	Retirement Communities (9E)	7.5%	85.5%	1.2%	11.7%	634
	Subtotal	**85.5%**		**11.7%**		
6	Rustbelt Traditions (5D)	6.4%	91.9%	2.1%	13.8%	299
7	College Towns (14B)	5.6%	97.5%	1.0%	14.8%	586
8	Comfortable Empty Nesters (5A)	1.8%	99.3%	2.4%	17.2%	75
9	Prairie Living (6D)	0.5%	99.8%	1.0%	18.2%	52
10	Heartland Communities (6F)	0.2%	100.0%	2.2%	20.4%	8
	Subtotal	**14.5%**		**8.7%**		
	Total	**100.0%**		**20.4%**		**491**

Top Ten Tapestry Segments Site vs. U.S.



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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
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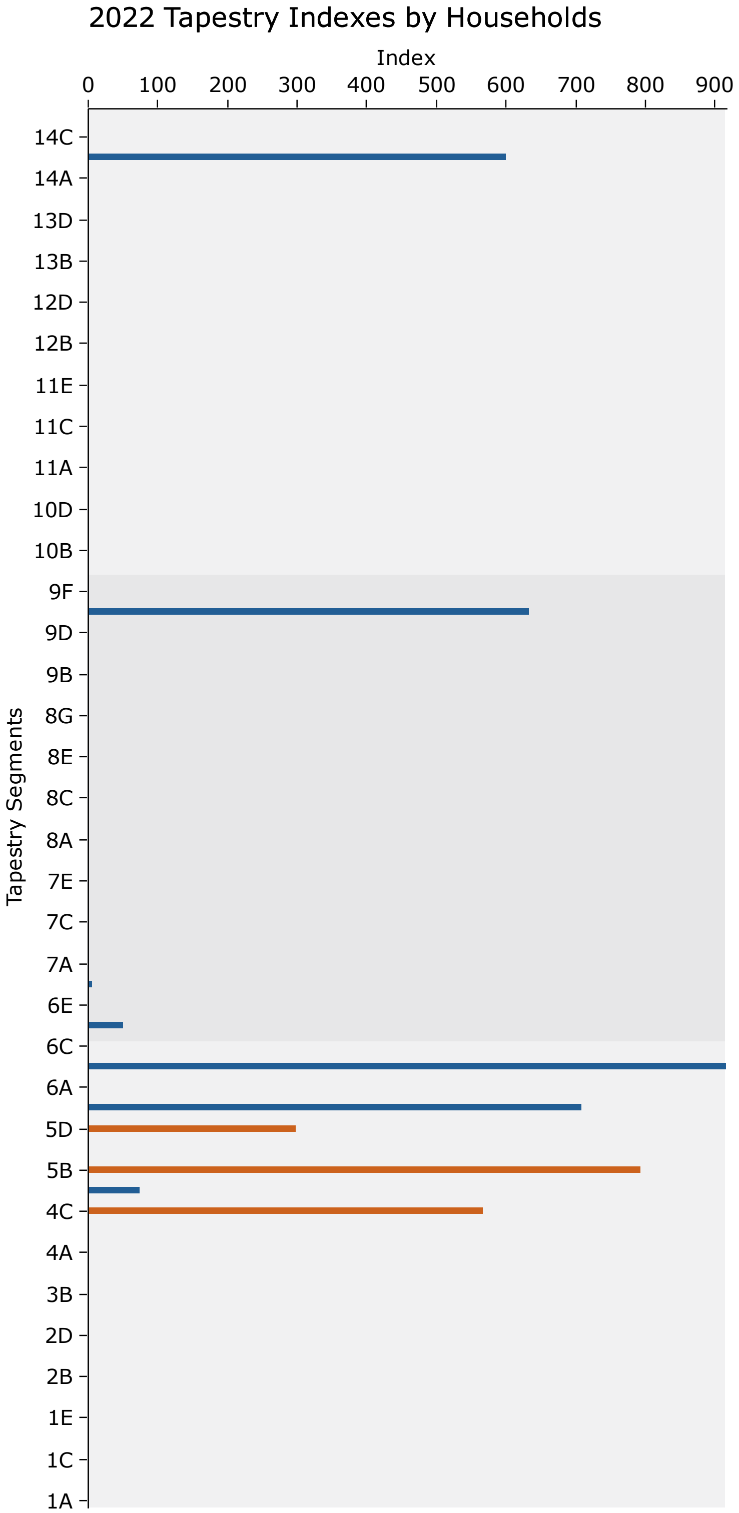

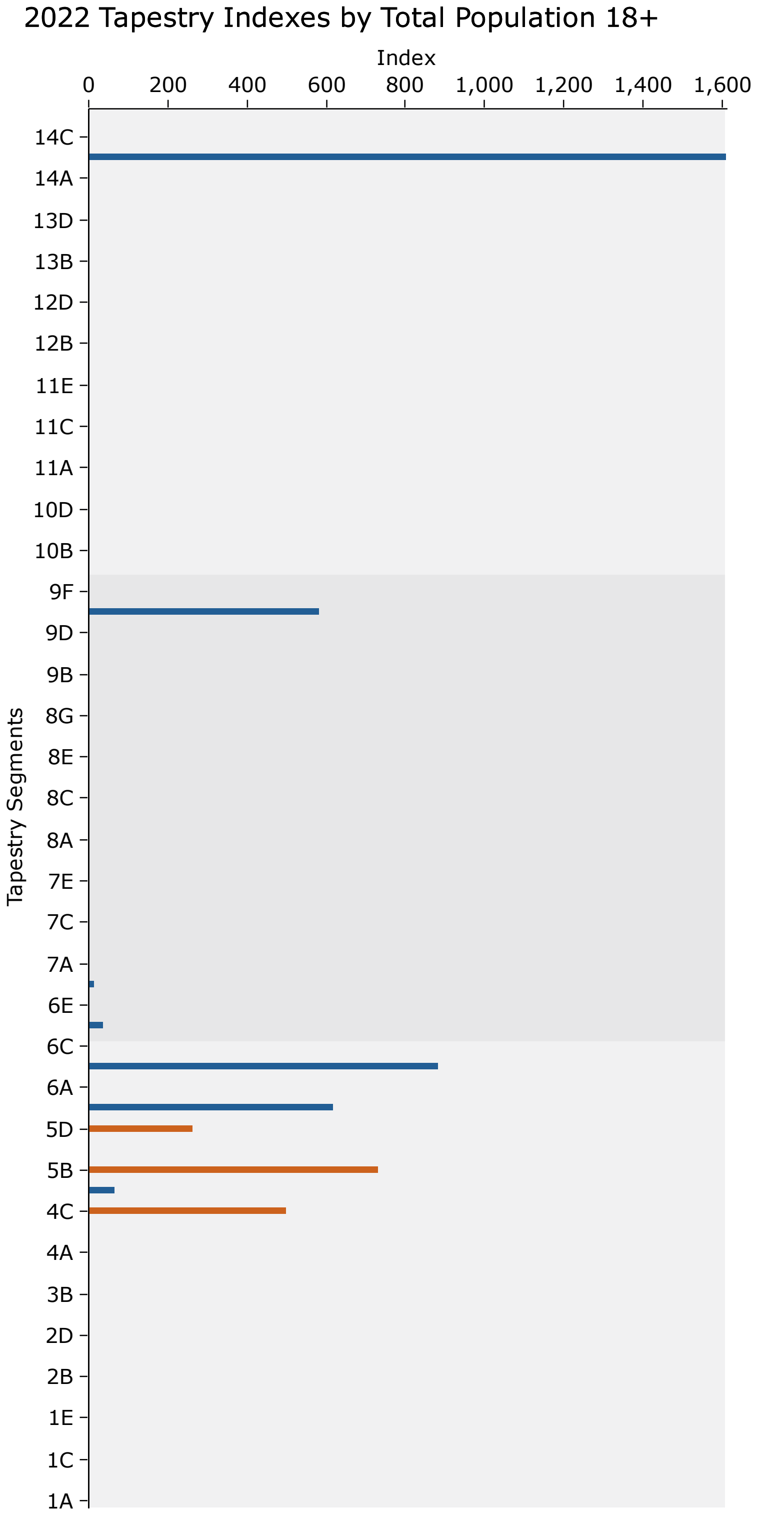

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100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,472	100.0%		9,718	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**777**	**17.4%**	**223**	**1,486**	**15.3%**	**188**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	777	17.4%	569	1,486	15.3%	500
5. GenXurban	**1,933**	**43.2%**	**386**	**3,594**	**37.0%**	**341**
Comfortable Empty Nesters (5A)	81	1.8%	75	158	1.6%	67
In Style (5B)	796	17.8%	795	1,509	15.5%	734
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	287	6.4%	299	522	5.4%	265
Midlife Constants (5E)	769	17.2%	711	1,405	14.5%	620
6. Cozy Country Living	**1,174**	**26.3%**	**223**	**2,468**	**25.4%**	**218**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,143	25.6%	918	2,402	24.7%	887
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	23	0.5%	52	36	0.4%	38
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	8	0.2%	8	30	0.3%	15
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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August 10, 2022

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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

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Latitude: 42.72577
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Tapestry LifeMode Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	4,472	100.0%		9,718	100.0%	
8. Middle Ground	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**337**	**7.5%**	**131**	**599**	**6.2%**	**119**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	337	7.5%	634	599	6.2%	584
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**251**	**5.6%**	**357**	**1,571**	**16.2%**	**718**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	251	5.6%	601	1,571	16.2%	1,613
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 10, 2022

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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry Urbanization Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	4,472	100.0%		9,718	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**287**	**6.4%**	**26**	**522**	**5.4%**	**31**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	287	6.4%	299	522	5.4%	265
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**1,384**	**30.9%**	**171**	**3,679**	**37.9%**	**225**
In Style (5B)	796	17.8%	795	1,509	15.5%	734
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	337	7.5%	634	599	6.2%	584
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	251	5.6%	601	1,571	16.2%	1,613
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry Urbanization Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	4,472	100.0%		9,718	100.0%	
4. Suburban Periphery	**850**	**19.0%**	**59**	**1,563**	**16.1%**	**48**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	81	1.8%	75	158	1.6%	67
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	769	17.2%	711	1,405	14.5%	620
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**785**	**17.6%**	**188**	**1,516**	**15.6%**	**172**
Middleburg (4C)	777	17.4%	569	1,486	15.3%	500
Heartland Communities (6F)	8	0.2%	8	30	0.3%	15
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**1,166**	**26.1%**	**160**	**2,438**	**25.1%**	**154**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,143	25.6%	918	2,402	24.7%	887
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	23	0.5%	52	36	0.4%	38
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 10, 2022

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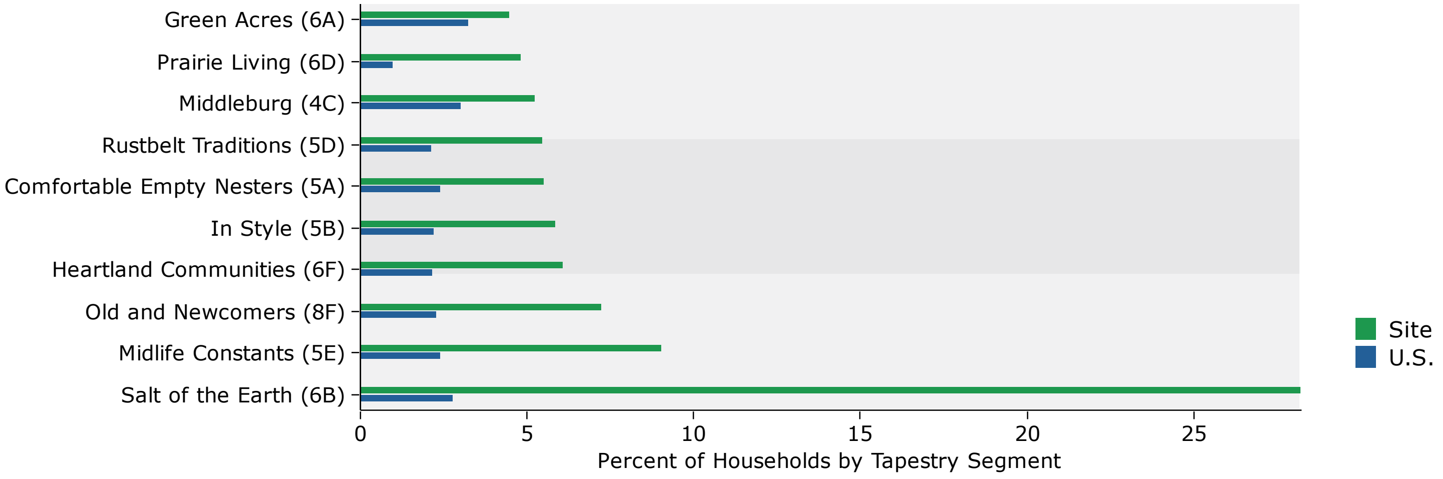
Top Twenty Tapestry Segments

		2022 Households		2022 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Salt of the Earth (6B)	28.2%	28.2%	2.8%	2.8%	1014
2	Midlife Constants (5E)	9.0%	37.3%	2.4%	5.2%	374
3	Old and Newcomers (8F)	7.3%	44.5%	2.3%	7.5%	317
4	Heartland Communities (6F)	6.1%	50.7%	2.2%	9.7%	278
5	In Style (5B)	5.9%	56.5%	2.2%	11.9%	262
	Subtotal	**56.5%**		**11.9%**		
6	Comfortable Empty Nesters (5A)	5.5%	62.1%	2.4%	14.3%	229
7	Rustbelt Traditions (5D)	5.5%	67.6%	2.1%	16.5%	255
8	Middleburg (4C)	5.3%	72.8%	3.1%	19.5%	172
9	Prairie Living (6D)	4.9%	77.7%	1.0%	20.5%	493
10	Green Acres (6A)	4.5%	82.2%	3.3%	23.8%	138
	Subtotal	**25.7%**		**11.9%**		
11	Emerald City (8B)	3.9%	86.1%	1.4%	25.2%	276
12	College Towns (14B)	3.6%	89.7%	1.0%	26.2%	375
13	Dorms to Diplomas (14C)	3.3%	93.0%	0.5%	26.7%	642
14	Set to Impress (11D)	2.5%	95.5%	1.4%	28.1%	183
15	Retirement Communities (9E)	2.3%	97.8%	1.2%	29.3%	191
	Subtotal	**15.6%**		**5.5%**		
16	Savvy Suburbanites (1D)	1.6%	99.4%	3.0%	32.2%	54
17	Traditional Living (12B)	0.6%	100.0%	1.9%	34.1%	32
	Subtotal	**2.2%**		**4.9%**		
	Total	**100.0%**		**34.1%**		**293**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

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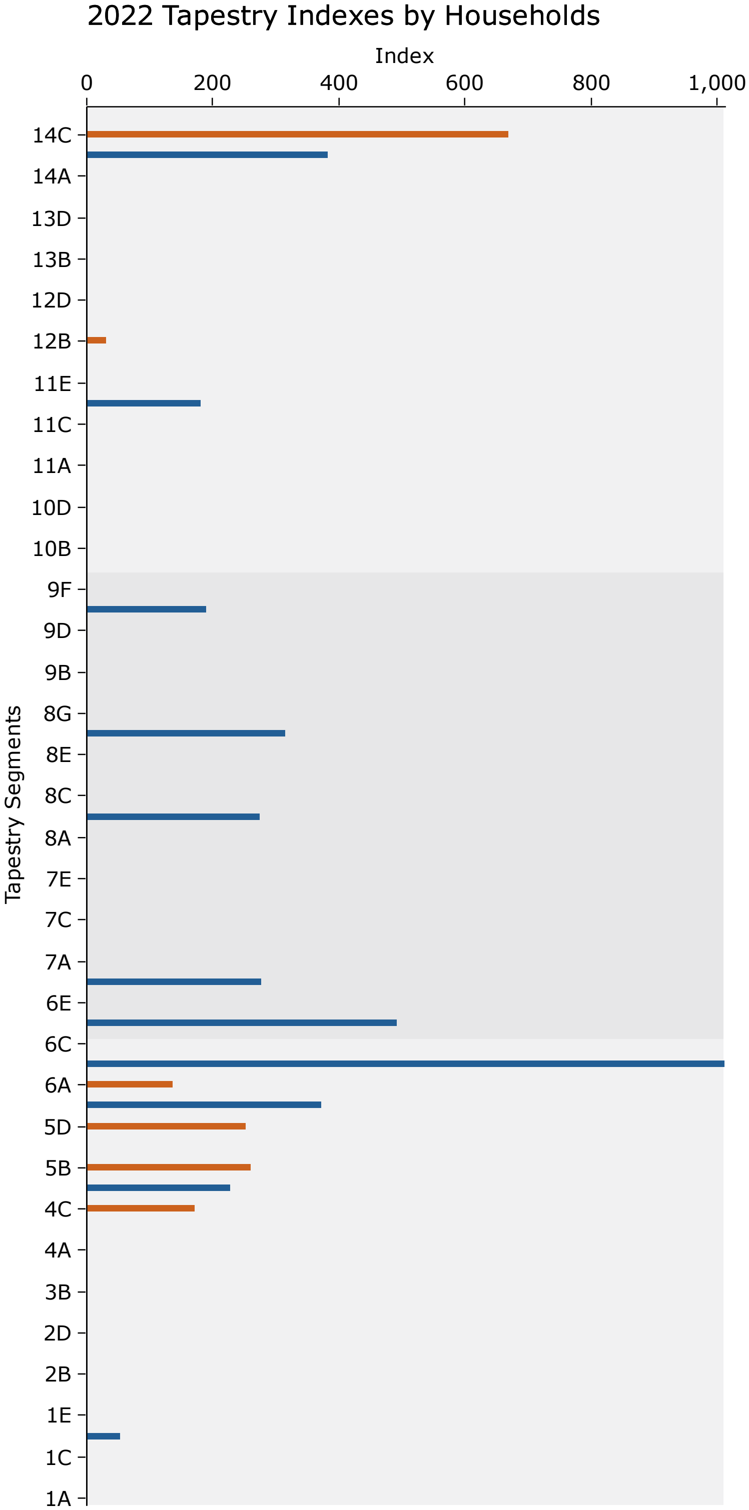
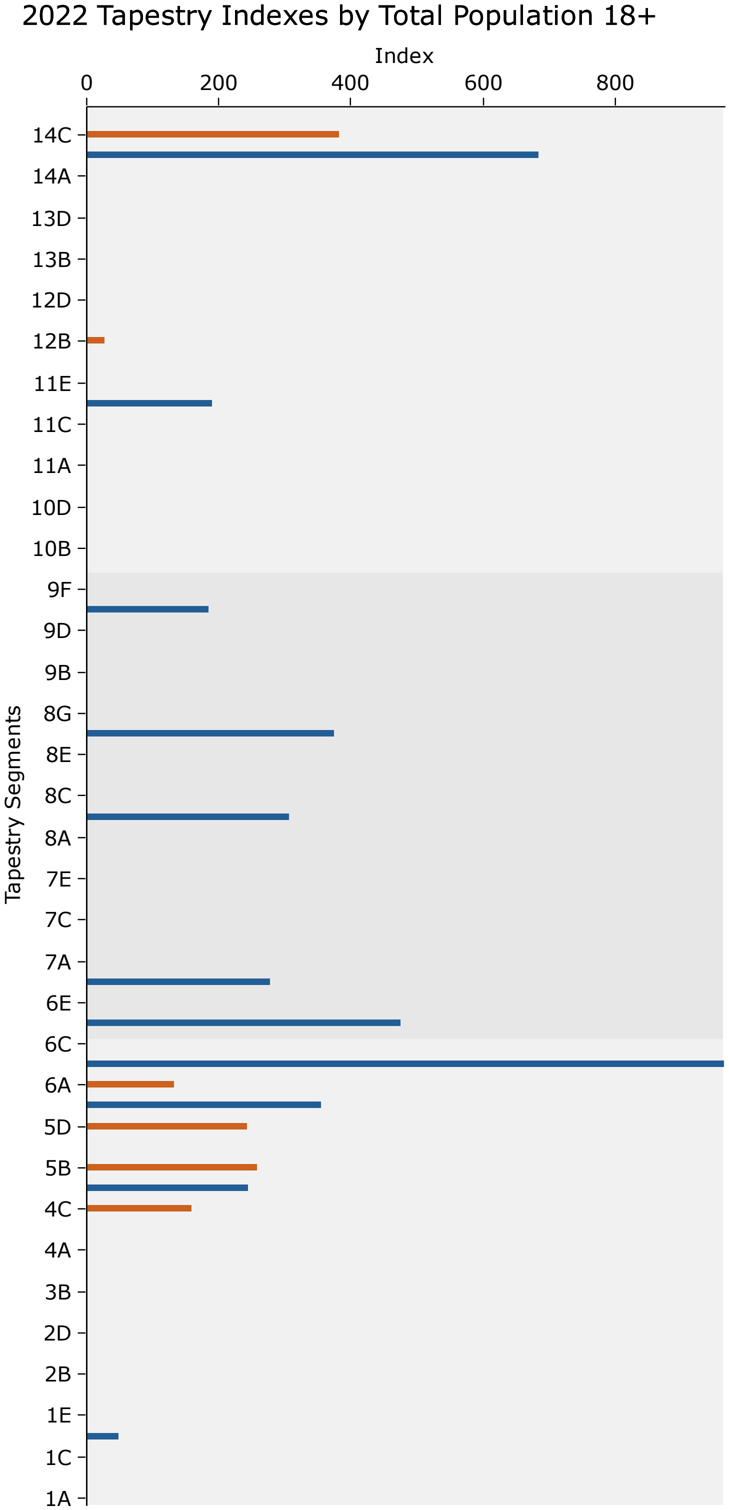


2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+

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Source: Esri

August 10, 2022

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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry LifeMode Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	14,862	100.0%		30,390	100.0%	
1. Affluent Estates	**238**	**1.6%**	**16**	**500**	**1.6%**	**15**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	238	1.6%	54	500	1.6%	51
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**781**	**5.3%**	**67**	**1,494**	**4.9%**	**60**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	781	5.3%	172	1,494	4.9%	161
5. GenXurban	**3,856**	**25.9%**	**232**	**7,537**	**24.8%**	**229**
Comfortable Empty Nesters (5A)	824	5.5%	229	1,835	6.0%	247
In Style (5B)	873	5.9%	262	1,664	5.5%	259
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	814	5.5%	255	1,512	5.0%	245
Midlife Constants (5E)	1,345	9.0%	374	2,526	8.3%	357
6. Cozy Country Living	**6,498**	**43.7%**	**372**	**12,729**	**41.9%**	**360**
Green Acres (6A)	669	4.5%	138	1,375	4.5%	134
Salt of the Earth (6B)	4,197	28.2%	1,014	8,192	27.0%	967
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	722	4.9%	493	1,403	4.6%	477
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	910	6.1%	278	1,759	5.8%	280
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,862	100.0%		30,390	100.0%	
8. Middle Ground	**1,665**	**11.2%**	**103**	**3,447**	**11.3%**	**112**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	586	3.9%	276	1,165	3.8%	309
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,079	7.3%	317	2,282	7.5%	375
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**337**	**2.3%**	**39**	**599**	**2.0%**	**38**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	337	2.3%	191	599	2.0%	187
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**378**	**2.5%**	**40**	**680**	**2.2%**	**41**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	378	2.5%	183	680	2.2%	192
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**89**	**0.6%**	**10**	**153**	**0.5%**	**9**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	89	0.6%	32	153	0.5%	29
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**1,020**	**6.9%**	**437**	**3,251**	**10.7%**	**475**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	534	3.6%	385	2,088	6.9%	686
Dorms to Diplomas (14C)	486	3.3%	670	1,163	3.8%	384
Unclassified (15)	0	0.0%	0	0	0.0%	0

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	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	14,862	100.0%		30,390	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**814**	**5.5%**	**22**	**1,512**	**5.0%**	**29**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	814	5.5%	255	1,512	5.0%	245
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**4,362**	**29.4%**	**162**	**9,794**	**32.2%**	**192**
In Style (5B)	873	5.9%	262	1,664	5.5%	259
Emerald City (8B)	586	3.9%	276	1,165	3.8%	309
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,079	7.3%	317	2,282	7.5%	375
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	337	2.3%	191	599	2.0%	187
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	378	2.5%	183	680	2.2%	192
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	89	0.6%	32	153	0.5%	29
College Towns (14B)	534	3.6%	385	2,088	6.9%	686
Dorms to Diplomas (14C)	486	3.3%	670	1,163	3.8%	384

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 10, 2022

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Tapestry Segmentation Area Profile

100-198 E Bremer Ave
100-198 E Bremer Ave, Waverly, Iowa, 50677
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 42.72577
Longitude: -92.46932

Tapestry Urbanization Groups	**2022 Households**			**2022 Adult Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	14,862	100.0%		30,390	100.0%	
4. Suburban Periphery	**2,407**	**16.2%**	**51**	**4,861**	**16.0%**	**48**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	238	1.6%	54	500	1.6%	51
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	824	5.5%	229	1,835	6.0%	247
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,345	9.0%	374	2,526	8.3%	357
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**1,691**	**11.4%**	**122**	**3,253**	**10.7%**	**118**
Middleburg (4C)	781	5.3%	172	1,494	4.9%	161
Heartland Communities (6F)	910	6.1%	278	1,759	5.8%	280
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**5,588**	**37.6%**	**231**	**10,970**	**36.1%**	**221**
Green Acres (6A)	669	4.5%	138	1,375	4.5%	134
Salt of the Earth (6B)	4,197	28.2%	1,014	8,192	27.0%	967
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	722	4.9%	493	1,403	4.6%	477
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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