

Total Respondents	Completion Rate	Average Time Spent
358	85%	7m:34s

Q.1: Where do you live?		
Response	Count	Percentage
I am a Waverly resident	260	72.6%
I am not a Waverly resident, but I live within 20 miles of Waverly	78	21.8%
I live more than 20 miles from Waverly	20	5.6%
<b>TOTAL</b>	<b>358</b>	<b>100.0%</b>

Q.2: Which of the following best describes recent business and economic trends in Waverly?		
Response	Count	Percentage
Improving or making progress	104	30.0%
Steady or holding its own	163	47.0%
Declining or losing ground	80	23.1%
<b>TOTAL</b>	<b>347</b>	<b>100.0%</b>

### Q.3: Which one of the following types of new or expanded eating and drinking establishments would you be most likely to patronize in Waverly?

- Deli/Sandwich Shop:** Concepts might feature fresh-made sandwiches and wraps using fresh breads with locally sourced vegetables, when possible, along with pressed sandwiches, soups, salads and breakfast menu items, such as egg scrambles, breakfast croissants, fresh fruits and yogurts, and other morning favorites.
- Fine Dining Restaurant:** Features and options could include steakhouse and seafood specialties; Italian cuisine; upscale furnishings and fare; a wine bar; valet service; and space for private dining and small events.
- Full-service or Fast-casual Restaurant:** Different concepts might incorporate breakfast, lunch and dinner hours and menus; 24-hour operations; full-service or fast casual-style dining; healthy menu and special diet selections; classic breakfast, lunch menu and kid's menu features; deli-style selections; alcoholic beverages; and live entertainment.

Q.3: Which one of the following types of eating and drinking establishments would you be most likely to patronize in Waverly?		
Response	Count	Percentage
Full-service or Fast-casual Restaurant [TAB 3-A]	188	55.8%
Fine Dining Restaurant [TAB 3-B]	77	22.8%
Deli/Sandwich Shop [TAB 3-C]	36	10.7%
Other*	36	10.7%
<b>TOTAL</b>	<b>337</b>	<b>100.0%</b>
* See ATT-1 for detail of "Other" responses.		

**Tab 3A – 3C: Which of the following [eating and drinking establishment type selected] product lines, services or features are most important or appealing to you? Select up to three (3)**

<b>3-A: Full-service or Fast-casual Restaurant</b> product lines, services or features preferences.		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Full-service (order at table and dine-in)	71	38.0%
Breakfast menu	69	36.9%
Healthy menu options	66	35.3%
Dinner menu	43	23.0%
Fast-casual (order at counter, dine-in or carry-out)	40	21.4%
Farm to Table (locally sourced foods)	36	19.3%
Outdoor seating	36	19.3%
Take-out and delivery	35	18.7%
Lunch menu	29	15.5%
Live entertainment	24	12.8%
Special diet options (ex: gluten-free, vegan, etc.)	23	12.3%
Buffet	18	9.6%
Open 24 hours	16	8.6%
Kid's menu	13	7.0%
Family-style (dishes to share and pass)	6	3.2%
Deli-style menu options	5	2.7%
Other *	7	3.7%
<i>187 Answered Question (#1 of 3)</i>		
* <b>Other Responses:</b> Available on Monday; Brewery; More than one gluten free item on menu; not fast food, pizza or mexican; Open 7 days a week; Open on Mondays; Something like a Dennys.		

<b>3-B: Fine Dining Restaurant</b> product lines, services or features preferences.		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Italian specialties	47	60.3%
Steakhouse specialties	46	59.0%
Seafood specialties	33	42.3%
Ethnic specialty (i.e. Thai, Mediterranean, etc.)	29	37.2%
Wine Bar/Small plates	20	25.6%
Intimate seating and private dining	18	23.1%
Upscale atmosphere (linens, flowers, artwork, etc.)	14	17.9%
Space for meetings and small events (5 to 30 persons)	8	10.3%
Valet Service	1	1.3%
Other *	1	1.3%
<i>78 Answered Question (#2 of 3)</i>		
* <b>Other Responses:</b> Soft music that doesn't drown out conversation.		

<b>3-C: Deli/Sandwich Shop product lines, services or features preferences.</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Deli-style sandwiches and wraps	17	51.5%
Fresh-made salads	15	45.5%
Homemade soups	14	42.4%
Outdoor seating	11	33.3%
Muffins, biscuits and bagels	8	24.2%
Pressed sandwiches	6	18.2%
Fresh fruits and yogurt	5	15.2%
Personal pizzas or pizza by the slice	4	12.1%
Breakfast croissants	2	6.1%
Delivery and catering services	2	6.1%
Egg scrambles	2	6.1%
Mac 'n Cheese specialties	2	6.1%
Dessert selections	1	3.0%
Other *	3	9.1%
<i>33 Answered Question (#3 of 3)</i>		
* <b>Other Responses:</b> <i>Fresh, low fat, high protein &amp; convenient (drive thru); vegetarian offerings; Organic/locally sourced, seasonal menu items.</i>		

<b>Q.4: Looking at the original choices one more time, please tell us how likely you would be to patronize each of the following types of new or expanded eating and drinking establishments in Waverly?</b>		
<b>Response</b>	<b>Q3 Rank</b>	<b>Rating Avg.*</b>
1. Full-service or Fast-casual Restaurant	1	4.21
2. Fine Dining Restaurant	2	3.76
3. Deli/Sandwich Shop	3	3.51
* <b>Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-4 for Detail</b>		

<b>TAB-4. Looking at the original choices one more time, please tell us how likely you would be to patronize each of the following types of new or expanded eating and drinking establishments in Waverly?</b>						
<b>Business Type – Count &gt;&gt; Rating*</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Rating Average**</b>
Full-service or Fast-casual Restaurant	0.9%	7.0%	10.1%	33.9%	48.0%	<b>4.21</b>
Fine Dining Restaurant	2.8%	10.7%	23.9%	33.3%	29.4%	<b>3.76</b>
Deli/Sandwich Shop	4.9%	11.6%	27.8%	39.1%	16.5%	<b>3.51</b>

<b>Response - Rating Scale &gt;&gt;</b>	<b>Converted</b>
Definitely would not	1
Probably would not	2
Might or might not	3

<b>Response - Rating Scale &gt;&gt;</b>	<b>Converted</b>
Probably would	4
Definitely would	5

**Q.5: Which one of the following types of retail establishments would you be most likely to patronize in Waverly?**

- Bike Shop:** Offerings could include new and used bike sales and trade-ins; bicycling apparel, parts and accessories; repair and tune-up services; bicycling club activities and events; and a selection of skateboards and longboards.
- Clothing and Accessories Store:** Clothing and accessories options, by age, could include infant and children, men’s, young men’s, young women’s, and women’s; or by style, such as dress and business attire, casual wear, big and tall, plus size, or athletic wear.
- Home Furnishings Store:** Product and service offerings could include furniture for the living room, family room, kitchen and outdoors; bedroom sets and mattresses; home furnishings (i.e. lighting, artwork, linens); seasonal crafts and home décor; and DIY home decor classes and supplies.
- Specialty Foods Market:** Different concepts might incorporate eat-in or grab-and-go fresh-made sandwiches and salads; wine and craft beer selections; spices, sauces and baking mixes; health foods; a tap room for sampling and growlers; and cooking and home-brewing classes.

Q.5: Which one of the following types of retail establishments would you be most likely to patronize in Waverly?		
Response	Count	Percentage
Specialty Foods Market [TAB 5-A]	121	37.2%
Clothing and Accessories Store [TAB 5-B]	108	33.2%
Home Furnishings Store [TAB 5-C]	41	12.6%
Bike Shop [TAB 5-D]	35	10.8%
Other*	20	6.2%
<b>TOTAL</b>	<b>325</b>	<b>100.0%</b>
* See ATT-2 for detail of "Other" responses.		

**Tabs 5A – 5D: Which of the following [retail establishment type selected] product lines, services or features are most important or appealing to you? Select up to three (3)**

<b>5-A: Specialty Foods Market product lines, services or features preferences.</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Fresh-made sandwiches and salads	56	46.3%
Health foods	45	37.2%
Tap room (growlers and draft beers)	29	24.0%
Wine and craft beer tasting events	29	24.0%
Organic foods	26	21.5%
Bulk foods	24	19.8%
Fine cheese and charcuterie	24	19.8%
Online ordering, delivery and pick-up options	24	19.8%
Cooking classes	23	19.0%
Craft beers	23	19.0%
Spices, sauces, and baking mixes	18	14.9%
Wines	13	10.7%
Home-brewing classes	5	4.1%
Other *	5	4.1%
<i>121 Answered Question (#1 of 4)</i>		
* <b>Other Responses:</b> <i>A unique experience like throwed rolls, singing waiters, fondue, etc; Dairy free; Fresh produce; gluten free; Just a quick bite, even a hotdog that is available on Monday.</i>		

<b>5-B: Clothing and Accessories Store product lines, services or features preferences.</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Women’s casual	48	44.4%
Men’s casual	41	38.0%
Women’s dress and professional	27	25.0%
Evening hours	26	24.1%
Men’s dress and professional	25	23.1%
Women’s plus-size	25	23.1%
Men’s & women’s athletic wear	23	21.3%
Women’s fashion accessories (jewelry, handbags, scarves, etc.)	20	18.5%
Infants and children’s	18	16.7%
Children & teens athletic Wear	14	13.0%
Men’s big & tall	12	11.1%
In-house alterations	6	5.6%
Young women’s and teens	6	5.6%
Men’s accessories (jewelry, belts, hats, ties, etc.)	5	4.6%
Young men’s and teens	3	2.8%
Other *	2	1.9%
<i>108 Answered Question (#2 of 4)</i>		
* <b>Other Responses:</b> <i>Men and women’s casual and dress ; Unique home items also.</i>		

5-C: Home Furnishings Store product lines, services or features preferences.		
Response	Count	Percentage
Living room furniture	17	40.5%
Seasonal crafts and home decor	14	33.3%
Bedroom furniture	13	31.0%
DIY home decor classes	13	31.0%
Family room furniture	12	28.6%
Appliances	8	19.0%
Artwork and wall hangings	8	19.0%
Lamps and light fixtures	8	19.0%
Linens	7	16.7%
Outdoor furniture	7	16.7%
Bedding and mattresses	4	9.5%
Kitchen furniture	4	9.5%
Other *	1	2.4%
42 Answered Question (#3 of 4)		
* Other Responses: Hobby Lobby.		

5-D: Bike Shop product lines, services or features preferences.		
Response	Count	Percentage
Bike repair and tune-up services	31	91.2%
Bike parts and accessories	18	52.9%
New bike sales	16	47.1%
Used bike sales and trade-ins	10	29.4%
Bicycling club activities and events	9	26.5%
Bike rental	7	20.6%
Bicycling apparel	4	11.8%
Skateboarding apparel	0	0.0%
Skateboards and longboards	0	0.0%
Other	0	0.0%
34 Answered Question (#4 of 4)		

Q.6: Looking at the original choices one more time, please tell us how likely you would be to patronize each of the following types of new or expanded retail establishments in Waverly?		
Response	Q5 Rank	Rating Avg.*
1. Specialty Foods Market	1	3.76
2. Clothing and Accessories Store	2	3.69
3. Home Furnishings Store	3	3.27
4. Bike Shop	4	2.66
* Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-6 for Detail		

TAB-6. Looking at the original choices one more time, please tell us how likely you would be to patronize each of the following types of new or expanded retail establishments in Waverly?						
Business Type – Count >> Rating*	1	2	3	4	5	Rating Average**
Specialty Foods Market	4.1%	9.7%	22.8%	33.1%	30.3%	<b>3.76</b>
Clothing and Accessories Store	2.8%	9.4%	28.1%	35.3%	24.4%	<b>3.69</b>
Home Furnishings Store	3.8%	20.0%	34.7%	28.8%	12.8%	<b>3.27</b>
Bike Shop	22.5%	30.0%	19.1%	15.6%	12.8%	<b>2.66</b>

** Response – Weighted Rating Scale >>	Converted
Definitely would not	1
Probably would not	2
Might or might not	3
Probably would	4
Definitely would	5

**Q.7: Which of the following specialty retail products would you like to have available for purchase in Waverly?  
Select up to three (3).**

Response	Count	Percentage
Kitchenware and gadgets	128	40.0%
Cards, gifts and novelties	93	29.1%
Family books and games	83	25.9%
Pet supplies and grooming	70	21.9%
Fitness equipment and apparel	68	21.3%
Self-care health, beauty and holistic products	67	20.9%
Antiques	61	19.1%
Children's books and games	52	16.3%
Music and video games	25	7.8%
None	45	14.1%
Other *	25	7.8%

320 Answered Question

\* **Other Responses:** Aldis; Aldis grocery ; All of these are already available in Waverly; artisan products (books, paintings, music, sculpture); Automatic Spray Tan BOOTH (not a person); Bookstore; Coffee house; crafting supplies; Harley Davidson dealership and apparel; health food; Health food store; Hobby and craft supplies; Home decor; it's less about what to buy and more about where to be; Men Youth and Adult Clothing; Mens Clothing; more clothing stores especially Men's, teens; More unique offerings like Miss Wonderful, Driftless, etc. in Cedar Falls; non-children's books; Outdoor equipment ; reasonable craft store-would help community & Wartburg; Something different than what Cedar Falls/Waterloo has; Upscale place to have drink/tapas, not a townie bar; Yarn shop like Sheep Baatique; Yarn store with classes and events for knitting crocheting weaving and other fiber arts.

**Q.8: Which of the following Waverly-based automotive and home services would you be most likely to use?  
Select up to three (3)**

Response	Count	Percentage
Handyman	122	38.1%
Quick-service oil change	94	29.4%
Car detailing	87	27.2%
Maid/Cleaning service	86	26.9%
Carpet cleaning	67	20.9%
Lawn care (mowing, raking, etc.)	56	17.5%
Childcare (Day Care)	43	13.4%
Tree removal	39	12.2%
Childcare (In-Home)	23	7.2%
None	60	18.8%
Other *	7	2.2%

320 Answered Question

\* **Other Responses:** Art studio; Car Detailing; Car was with staff to detail like Waterfalls; Landscaping - small projects; professional organizing service; Small engine/appliance repair; Snow removal.



<b>Q.9: Which of the following Waverly-based accommodations and services would you be most likely to use? Select up to three (3)</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Delivery services (food, groceries, etc.)	111	35.1%
Catering	85	26.9%
Taxi Service	60	19.0%
Hotel with banquet space	57	18.0%
Meeting space for 10 to 25 persons	39	12.3%
Meeting space for 25 to 50 persons	35	11.1%
Meeting space for 100+ persons	30	9.5%
Shared workspace for individuals	30	9.5%
Shared workspace for small businesses	26	8.2%
Meeting space for 50 to 100 persons	17	5.4%
None	81	25.6%
Other *	5	1.6%
<i>316 Answered Question</i>		
* <b>Other Responses:</b> For my needs, we have these; Indoor mini golf to use year round - great one near Omaha; Makers space; Uber; Waverly has all of these except Taxi Service.		

<b>Q.10: What are the top three goods or services you routinely shop for, but that you can't find in Waverly? List up to three (3)</b>		
<i>234 Answered Question*</i>		
* See <b>ATT-3</b> for list of alphabetically sorted verbatim responses and counts.		

## Survey Demographics

<b>Q.11: What is your gender?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Female	208	67.3%
Male	94	30.4%
Prefer not to say	7	2.3%
Prefer to self-describe:	-	0.0%
<b>TOTAL</b>	<b>309</b>	<b>100.0%</b>

Q.12: What is your age?		
Response	Count	Percentage
19 or younger	-	0.0%
20 to 24	7	2.3%
25 to 34	25	8.1%
35 to 44	76	24.6%
45 to 54	60	19.4%
55 to 64	80	25.9%
65 to 74	50	16.2%
75 or older	11	3.6%
<b>TOTAL</b>	<b>309</b>	<b>100.0%</b>

Q.13: What is your annual household income? (For all earners in the household, before taxes and deductions)		
Response	Count	Percentage
Less than \$15,000	7	2.3%
\$15,000 to \$24,999	11	3.6%
\$25,000 to \$34,999	10	3.2%
\$35,000 to \$49,999	27	8.8%
\$50,000 to \$74,999	48	15.6%
\$75,000 to \$99,999	67	21.8%
\$100,000 to \$149,999	77	25.0%
\$150,000 to \$199,999	36	11.7%
\$200,000 and greater	25	8.1%
<b>TOTAL</b>	<b>308</b>	<b>100.0%</b>

## Are you a Prospect?

Q.14: Are you interested in moving your business to, opening a new business, or buying an existing business in Waverly?		
Response	Count	Percentage
Yes, I'm interested in moving my business to Waverly	-	0.0%
Yes, I'm interested in opening a new business in Waverly	11	3.6%
Yes, I'm interested in buying an existing business in Waverly	1	0.3%
Yes, I'm interested in expanding my existing business in Waverly	23	7.5%
No	270	88.5%
<b>TOTAL</b>	<b>305</b>	<b>100.0%</b>

**Note:** Contact information collected for 6 prospects; information provided under separate cover.

ATT-1: Verbatim and extended responses for “Other” Eating and Drinking Establishment types identified in Q3

Eating & Drinking-Other	Product/Feature #1	Product/Feature #2	Product/Feature #3
BBQ, farm to table fresh & healthy, Freddie's	Open Sunday	Open for breakfast	Not a chain or at least not a common one
One that offers healthy and vegetarian selections. We don't need more sandwiches, 'classic' menus, or bars	Healthy choices	Full service	24 hours
healthy farm to table options	fresh salads	healthy meats such as chicken, fish or turkey	farm to table produce
Decent fast food like Culver's	Burgers	Frozen custard	Pop
You already have these why add more when your Main Street traffic is crappy	Nothing more than you have now		
Breakfast place.	Good breakfast	Open morning only	A place to socialize
Chicken place	Chicken	Target shooting location that is like black hawk park and free	
Like: Perkins; Village Inn; Denny's - all with small group 'gathering' opportunities	Menu variety	Clean	Friendly
24 hour breakfast anytime restaurant within 5 blocks of the college	24/7 hours	Sunday Brunch	Family Friendly
Steakhouse that is more casual, like Texas Roadhouse	Wide variety of charcoal grilled steaks	Chicken entrees	A few seafood options; shrimp, lobster
Cafe/Panera style	Place for meetings	Cafe for studying	Natural foods/healthy menu
Steak house	Steak house		
Something like Perkins would be awesome!	Open 24 hours		
Perkins type would do well	Open 24 hours	Any type of meal anytime	Restaurant and bar with live music withing a hotel or at least walking distance
A restaurant that severs breakfast.	Not a chain restaurant		
Another fast food option	Culvers	Hardees	Chick fil a
A place with that offers healthy, unique, moderate-priced selections. A place that accommodates dietary restrictions, without gouging the consumer. Alcoholic beverages should be available. An inviting atmosphere would be nice.	gluten-free, vegetarian, lactose-free, unique flavors and fresh ingredients	an environment that is inviting for all ages	assortment of beverage choices
brew pub	brewery	upscale brew pub	vegan, vegetarian and gluten free options
Comfort foods restaurant with healthy choices like Oberheus years ago on Waverly's east side. Breakfast, lunch, dinner. Close by 9 p.m.	Comfort foods - homestyle cooking.	Salad Soup Bar	Smaller portions
We need something like Village Inn or Perkins.	breakfast all day long	good food at reasonable prices	having baked items as well
I'd like to see businesses of all types come to Waverly that do NOT utilize the Tax Increment Financing program. Developers know what it takes to come to a town. Our subsidizing needs to stop.	New Economic Development Entity	Reconstructed Chamber of Commerce	New City Council and Mayor
Brewpub with interesting food options - i.e., Singlespeed Waterloo	Casual environment	Variety of craft beers and other unique beverages	Outdoor seating in season
I think both the fine dining and full-service with a breakfast option would be great! There are very few breakfast options in Waverly. We have enough Deli/Sandwich shops	Pancheros - all the kids ALWAYS drive to CF to get this	Sakura or some open grill fun environment	Something with an open patio and river view?
No more pizza places- yes on the full-service-good breakfast place	breakfast place		
Brewery with food such as pulpit rock 2. Panera	Sit down soup salad sandwich place	Brewery	BBQ
All with atmosphere and menus that we don't have all the time here. Dining is boring in Waverly now.	Classic Italian menu.	ATMOSPHERE. Luncheon appropriate. Can be done with appropriate colors.	Creative salads with quality ingredients. NO ICE BERG!

ATT-1: Verbatim and extended responses for “Other” Eating and Drinking Establishment types identified in Q3

Eating & Drinking-Other	Product/Feature #1	Product/Feature #2	Product/Feature #3
Fine dining without the frills that others think make it snooty. One that would be lovely for ladies to lunch midday. The ones in town are predictable with inadequate variety, especially for vegetarians.			
Pancheros, Culvers			
Brewpub	Craft beers on tap	Pub menu	Great atmosphere....fun hangout
Specialty shope with breakfast and lunch	full service breakfast	reasonably priced lunch menu	meeting room to rent
Italian- not fast food not over priced	Italian, not over priced, not a franchise	good hamburger joint, not franchise	
I think any of these types of establishments would be a go in Waverly, it comes down to the service and good quality food. A brewery along the river with good food would be amazing! If Decorah can have 2-3 brewery's in it's town, one would think Waverly could as well.	NO MORE FAST FOOD or PIZZA joints. More HEALTHY options.	Brewery/casual dining	
Breakfast cafe like Waffle house	Breakfast	Men's store	Movie house
A place to go for breakfast beside HyVee	Casual dinning no alchocol	Designated breakfast place	
We need selected above as well as a fine dining.	Similar to Brown bottle		
something DIFFERENT, like thai/sushi or just an establishment that actually has flavor and does not not cater to just the old people with zero taste buds.	Thai Food	Sushi	anything other than pizza and burgers or deli sandwiches.

ATT-2: Verbatim and extended responses for “Other” Retail Establishment types identified in Q5

Retail-Other	Product/Feature #1	Product/Feature #2	Product/Feature #3
Health food store, pet store	Pet supplies	Alternative health supplies	Good vitamins
Youth and Men Clothing	?	?	?
An Aldi's grocery store would be wonderful	high quality food items and lower prices		
Book Store	"Light" reading - mysteries, adventure		
Aldis	Groceries		
Another sit down coffee shop option	Coffee	Breakfast foods	sitting area to visit, work or study
Non of the above	Kids clothes		
Electronics retailer	Radio communications	Electronics repair	
Bike shop that offered repairs	Used bikes	Offer repair shop	
Pet store	Live fish	Pet foods	Live animals
Craft store	Craft store	Lumber yard/box store	
Outdoor outfitters	Hunting equipment	Fishing equipment	Out door recreation equipment
book store	New Books	Used Books	Music
a store that combines local retail and local food. like The Local in Mt. Vernon	local quality craft, not like flea market	a place to socialize and host small events	quality unique food and reasonable prices
A nice mens clothing store like we used to have	J Crew (not possible) but that kind of clothing	Men's Wearhouse	
Children's clothing & Toys - Unique, high quality BOYS and girls.	Free shipping/packaging	Babies - little kids sizes	Unique toys
Sporting goods store	Athletic gear	Athletic wear	GoHawk/Wartburg items
Spice---kitchen---grilling			
Kitchen wares shop, bookstore/coffee shop	Kitchen wares, utensils, cookware	books, coffee	
Boutique coffee shop and roastery	High quality espresso drinks	Baked goods and lunch menu	Inviting atmosphere for working/ meeting friends

**ATT-3: (Q.10) What are the top three goods or services you routinely shop for, but that you can't find in Waverly?**

***Alphabetically sorted verbatim responses and counts***

Responses – Goods/Services can't find in Waverly	Count
"handyman"	1
24 Hour dining (Perkins)	1
A good salad	1
A high quality restaurant	1
A mayor and council that will listen	1
A sears type of store	1
A Sunday hang out to watch football games, patio, river view, food	1
Active clothes	1
Active wear products	1
Affordable clothes for WHOLE family	1
Affordable nice clothing (Kohl's)	1
Aldi	3
Aldi stores	1
Aldis	1
Aldi's	1
Allergy Friendly catering	1
Another breakfast place	1
Antiques	2
Arts and crafts	1
Athletic apparel	1
Athletic apparel/shoes	1
Athletic clothing for women	1
Athletic equipment	1
Athletic gear	3
Athletic shoes -sport specific variety	1
Athletic store	1
Athletic wear	3
Athletic wear and gear	1
Athletics clothing - Scheels - used to use hibbetts	1
Baby/children clothing	1
Barbeque Restaurant	1
Barnes and Noble	2
Beauty products-ulta	1
Better Dog boarding	1
Better food	1
Biblical products like I found at Wiley's or Family Christian	1
bicycle repair	1
Bicycle supplies	1
Big & Tall men's clothing	1
big & tall men's clothes	1
Big Hardware	1
Bike & sporting goods	1
Bike accessories/repairs	1
BIKE NEEDS!!!!	1
Bike products	1

Responses – Goods/Services can't find in Waverly	Count
Bike retail and repair	1
Bikes	1
Biking Gear/accessories	1
Bison meat	1
Board Games	1
Boat supplies	1
book store	1
Books	12
Books - but not as large as B & N	1
Bookstore	3
Bowling supplies	1
brand athletic clothes	1
Breakfast	1
Breakfast cafe	1
Breakfast dining	1
Breakfast options	1
brew pub	2
Brewery/Wine Bar	1
Buffet	1
Bulk Costco	1
Bulk foods	1
Bulk goods (Sams)	1
bulk items	1
Bulk Items (sams club)	1
Bulk supplies	2
Car Detailing	3
Car seats	1
Causal clothing	1
Certain fresh produce e.g. Chard, rhubarb	1
Cheap produce during non market months	1
Cheeses	1
Chicken restaurant	1
Chikfila	1
Children/Family books	1
children/young adult clothing	1
Children's Clothes	1
Children's clothing	1
Children's clothing - due to sizes/cost	1
Children's clothing.	1
Children's books	1
Children's clothing	2
children's gifts and toys	1
Children's toys and books	1
Christian books and gifts	1

*Continued on following page*

**ATTACHMENT 3: Waverly, Iowa** | 2019 Top Prospects Survey | Summary Results

Responses – Goods/Services can't find in Waverly	Count
Christian bookstore	1
Christian bookstore & supplies	1
Christian bookstore/cards/etc [like Wiley's in CF had]	1
Clothes	3
Clothes suitable for older women at a fair price	1
Clothing	9
clothing for boys	1
Clothing i.e. Kohls	1
clothing mens/womens	1
Clothing store like Kohl	1
Clothing stores, tj max, Ross	1
Clothing/shoes	1
clothing--women's/mature/modest/sz 16-20	1
Comic book store	1
Commercial Cleaner	1
Competitively priced building/hardware	1
Computer repair/service	1
Computer services	1
COSMETICS	1
craft & home decor store--Hobby Lobby (DIY classes)	1
Craft beer / tap room	1
Craft Beers	1
Craft store	1
Craft stufio	1
Craft supplies	1
Craft things	1
crafting supplies	1
Crafts	4
Culvers	4
Cute. Fun rhings	1
Day care	1
Daycare	1
Daytime classes for seniors:pottery, photography, woodworking,carving etc	1
Daytime movies for seniors	1
Deep tissue massage	1
Department store like Kohls	1
Desserts	1
different grocery options like Natural Grocer and Aldi	1
Dis Groceries	2
Dis groceries like Aldi's	1
Dis retailer specifically Tuesday morning	1
dised groceries (Aldi's)	1
Dis-priced health foods (like Aldi's)	1
Dress clothes	1
Dress clothes (work)	1
Dress/business clothing	1

Responses – Goods/Services can't find in Waverly	Count
Dressy and stylish shoes for work that are not orthopedic.	1
Dry Cleaning	1
Educational toys/games	1
Electronics	1
enhanced farmers market	1
Entertainment	1
Entertainment for family	1
Entertainment for teens coffee shop, arcade, big frisbee golf	1
Ethnic food	1
ethnic foods	1
Ethnic restaurants	1
Fabric	1
Fabric/quilting, i.e. Joann Fabrics	1
Fabrics	2
Farm Fleet type	1
Farm to table restaurants	1
Fashionable plus-size clothes	1
Fast casual foods	1
Fast casual restaurant	1
Fast Food	2
Fine and or specialty food	1
Fine dining	3
Firearms and firearm accessories	1
Fishing	1
Fishing lures	1
Food	1
Ford Vehicles	1
Fresh/ Healthy food	1
fresh/organic food	1
Frozen foods in bulk like Martin brothers	1
Full service car wash	1
Furniture	8
Furniture and large home decor selections	1
Furniture, but I find it online	1
Game Store	1
Get Air for kids	1
Gifts	3
Girls dance clothes	1
Gluten	1
Gluten free	1
Gluten Free Lunch Options	1
Gluten free variety of selections	1
Good Coffee	1
Good quality picture frames, framing and craft supplies	1
Good restaurants	1
good sit down restaurant w/outdoor space	1

*Continued on following page*

**ATTACHMENT 3: Waverly, Iowa** | 2019 Top Prospects Survey | Summary Results

Responses – Goods/Services can't find in Waverly	Count
Gluten free variety of selections	1
good spot for oil change and routine car maintenance	1
Gourmet foods - infused olive oil	1
Grass fed ground beef	1
Great baby gifts	1
Groceries - dis	1
guns	2
Handyman	1
Hansons Dairy	1
Health food	1
Health food /vitamins	1
health food and goods (holistic)	1
Health food products	1
Healthy fast food	1
Healthy Food options (grocery and restaurant)	1
Healthy foods	1
high end dining	1
High end dining	1
high end hair styling	1
High quality coffee	1
Higher quality sporting goods	1
Holistic supplies	1
Home decor	1
Home furnishings	1
Home furnishings (Homegoods, TJMaxx, etc)	1
home goods	1
Home goods more modern, make your own classes like Fig & Frolic	1
Home goods stores with reasonable prices	1
Home improvement i.e. Menards	1
Home improvement materials	1
Home Improvement Products	1
Home improvement store like menards	1
Home improvement, i.e. Menards	1
Home items	1
Home maintenance, plumbing, etc, everyone is busy	1
home organizing supplies	1
Home repair/menards type store	1
Household Items	1
Hunting	1
Hunting clothing	1
Hunting gear	1
Ice cream shop(not soft serve)	1
Indian food	1
Inexpensive good quality produce	1
international wine store	1
Italian food	2
Keto diet friendly foods	1
KFC	1

Responses – Goods/Services can't find in Waverly	Count
Kids (preteen/teen) clothes	1
Kitchen shop	1
Kitchen wares	1
Kohl's clothing	1
larger hardware and building goods stock	1
Lighting Fixtures	1
Limited organic/natural products, for variety I go online	1
Live fish/animals	1
live music	1
Live music/ events	1
Locker	1
Lower priced home improvement supplies	1
Lower priced landscaping products	1
Lumberyard	1
massage	1
Maurices	1
Medical supplies	1
Medium dining places such as Culvers	1
Men Clothing	2
Men Dress Clothes	1
Men's Clothes	1
Men's clothing	4
Men's clothing casual and dress	1
Men's cloths/fashion	1
Men's Dress clothes	2
Men's/boys clothing	1
Menards	2
Menards type	1
Menards type inventory	1
Menards type store open nights/weekend	1
Men's big and tall clothing	1
mens clothes	1
Men's clothes	2
mens clothing	6
Men's clothing	14
Men's clothing (dress shirts/suit coats)	1
Men's clothing and accessories	2
Men's clothing--Dress and casual	1
Men's dress clothes	1
Mens wear	1
Men's/women's clothes	1
Mini golf	1
Misc. items in one place (TJ Maxx, Homegoods)	1
Moderate priced women's clothing	1
Modest women's clothing in larger sizes	1
Monthly meal planning, shared freezer meals	1
More ethnic or Italian cuisine	1

*Continued on following page*



**ATTACHMENT 3: Waverly, Iowa** | 2019 Top Prospects Survey | Summary Results

Responses – Goods/Services can't find in Waverly	Count
More restaurant options	1
More upscale nail beauty salon	1
Movie	1
Movie house	1
Movie Theater	7
Movie theatre	1
Movies	2
music items	1
Name brand clothing	1
Natural products for body and home	1
Need another Chinese	1
Nike shoes and apparel	1
nothing	1
office supplies	3
oil change	1
older used cars	1
Organic and health foods	1
Organic food	2
Organic foods	1
Organic groceries	1
Organic produce year round	1
Pancheros	1
Panera	2
Panera Bread	1
Panera Lunch	1
Party planner & celebration supplies	1
party supplies	1
Pest control	1
Pet grooming	1
Pet products	1
Pet supplies	7
Petite SM women's clothing	1
places to host birthday parties/showers	1
Plus size clothes	2
Plus size clothes. Size 24	1
Plus -Size Clothing	1
Plus size clothing that is trendy	1
plus size womens clothing	1
Poppa Murphy's Pizza	1
Power Tools	1
Professional women's clothing	1
Quality casual clothes at a reasonable price.	1
quality dining	1
Quality protein powder	1
quality women's clothing	1
Quick Oil Change	3
quick oil change without appointment needed	1

Responses – Goods/Services can't find in Waverly	Count
rapid oil change	1
reasonable home goods	1
Reasonable priced breakfast	1
Reasonable Priced Car Detailing	1
Reasonably price clothing like old navy/ target	1
Reasonably priced groceries (Aldi)	1
reasonably priced shoes	1
Refinished/Used furniture	1
Religious gifts	1
reloading components	1
Restaraunts with outdoor seating	1
restaurant	3
Restaurant like the village, culvers	1
Restuarant -casual dining	1
Scheels	1
Scrub style automatic car wash (not "soft touch")	1
Seafood Restaurant	1
Shoes	1
Shooting sports	1
Sidecar coffee	1
Sit down casual restaurant	1
Sit down restaurant	1
social outings	1
Soups	1
Spa services	1
Speciality foods	1
specialty foods	5
Specialty foods or ethnic foods and ingredients or kitchen gadgets	1
Specialty foods, cheese, liquor	1
Specialty grocery	2
Specialty meat and cheese	1
Specialty tools	1
Specific otc eye drop	1
Sporting Apparel/accessories	1
Sporting clothes and equipment	1
Sporting equipment	1
sporting goods	9
Sporting goods/clothes	1
Sports equipment	1
Sports shop (Scheels type)	1
Sports/gym apparel or gear	1
Spray Tan	1
Starbucks	2
Stationary cards	1
Steak Dining/Casual	1
Steak house additional fast food choices	1
Steakhouse	1

*Continued on following page*



ATT-4: Survey Demographics Breakdown by Eating and Drinking Establishment Business Type Selected in Q3

Eating and Drinking Business Type	Column	Q5 Rank	Count	Percent
Full-service or Fast-casual Restaurant	Rest	1	188	55.8%
Fine Dining Restaurant	Fine	2	77	22.8%
Deli/Sandwich Shop	Deli	3	36	10.7%

Q.1: Where do you live?				
Response	Overall	Rest	Fine	Deli
I am a Waverly resident	72.6%	70.7%	70.1%	77.8%
Not Waverly resident, but I live within 20 miles	21.8%	24.5%	22.1%	13.9%
I live more than 20 miles from Waverly	5.6%	4.8%	7.8%	8.3%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.11: What is your gender?				
Response	Overall	Rest	Fine	Deli
Female	67.3%	72.8%	51.4%	63.6%
Male	30.4%	26.0%	45.7%	33.3%
Prefer not to say	2.3%	1.2%	2.9%	3.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.12: What is your age?				
Response	Overall	Rest	Fine	Deli
19 or younger	0.0%	0.0%	0.0%	0.0%
20 to 24	2.3%	1.7%	4.3%	3.0%
25 to 34	8.1%	4.6%	14.3%	12.1%
35 to 44	24.6%	28.3%	15.7%	33.3%
45 to 54	19.4%	22.5%	14.3%	21.2%
55 to 64	25.9%	26.6%	30.0%	9.1%
65 to 74	16.2%	13.9%	18.6%	15.2%
75 or older	3.6%	2.3%	2.9%	6.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.13: What is your annual household income? (For all earners in the household, before taxes and deductions)				
Response	Overall	Rest	Fine	Deli
Less than \$15,000	2.3%	3.5%	0.0%	0.0%
\$15,000 to \$24,999	3.6%	2.9%	4.4%	9.1%
\$25,000 to \$34,999	3.2%	4.0%	2.9%	0.0%
\$35,000 to \$49,999	8.8%	8.7%	2.9%	12.1%
\$50,000 to \$74,999	15.6%	14.4%	15.9%	15.2%
\$75,000 to \$99,999	21.8%	20.8%	26.1%	18.2%
\$100,000 to \$149,999	25.0%	28.9%	15.9%	33.3%
\$150,000 to \$199,999	11.7%	10.4%	17.4%	6.1%
\$200,000 and greater	8.1%	6.4%	14.5%	6.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

ATT-5: Survey Demographics Breakdown by Retail Establishment Business Type Selected in Q5

Retail Business Type	Column	Q5 Rank	Count	Percent
Specialty Foods Market	SpFoods	1	121	37.2%
Clothing and Accessories Store	Clothing	2	108	33.2%
Home Furnishings Store	Home	3	41	12.6%
Bike Shop	Bike	4	35	10.8%

Q.1: Where do you live?					
Response	Overall	SpFoods	Clothing	Home	Bike
I am a Waverly resident	72.6%	81.0%	66.7%	61.0%	85.7%
Not Waverly resident, but I live within 20 miles	21.8%	18.2%	27.8%	26.8%	8.6%
I live more than 20 miles from Waverly	5.6%	0.8%	5.6%	12.2%	5.7%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.11: What is your gender?					
Response	Overall	SpFoods	Clothing	Home	Bike
Female	67.3%	68.4%	68.9%	74.4%	50.0%
Male	30.4%	28.1%	30.1%	20.5%	50.0%
Prefer not to say	2.3%	3.5%	1.0%	5.1%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.12: What is your age?					
Response	Overall	SpFoods	Clothing	Home	Bike
19 or younger	0.0%	0.0%	0.0%	0.0%	0.0%
20 to 24	2.3%	2.6%	1.0%	5.1%	2.9%
25 to 34	8.1%	9.7%	8.7%	2.6%	11.8%
35 to 44	24.6%	29.8%	20.4%	20.5%	17.7%
45 to 54	19.4%	18.4%	17.5%	23.1%	26.5%
55 to 64	25.9%	18.4%	32.0%	30.8%	26.5%
65 to 74	16.2%	17.5%	17.5%	15.4%	11.8%
75 or older	3.6%	3.5%	2.9%	2.6%	2.9%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.13: What is your annual household income? (For all earners in the household, before taxes and deductions)					
Response	Overall	SpFoods	Clothing	Home	Bike
Less than \$15,000	2.3%	0.9%	2.0%	7.7%	0.0%
\$15,000 to \$24,999	3.6%	2.6%	3.9%	5.1%	2.9%
\$25,000 to \$34,999	3.2%	2.6%	3.9%	5.1%	0.0%
\$35,000 to \$49,999	8.8%	7.9%	6.9%	15.4%	11.8%
\$50,000 to \$74,999	15.6%	17.5%	16.7%	2.6%	11.8%
\$75,000 to \$99,999	21.8%	21.1%	26.5%	20.5%	20.6%
\$100,000 to \$149,999	25.0%	29.0%	22.6%	23.1%	29.4%
\$150,000 to \$199,999	11.7%	11.4%	11.8%	15.4%	5.9%
\$200,000 and greater	8.1%	7.0%	5.9%	5.1%	17.7%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>