

WAVERLY CHAMBER MAIN STREET

WAVERLY, IOWA



MARKET SNAPSHOT

Esri 2023

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 the Main Street Waverly organization 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 district.

Main Street Iowa is a downtown revitalization program through the Iowa Downtown Resource Center at the Iowa Economic Development Authority. Waverly has participated in this program since 1989.



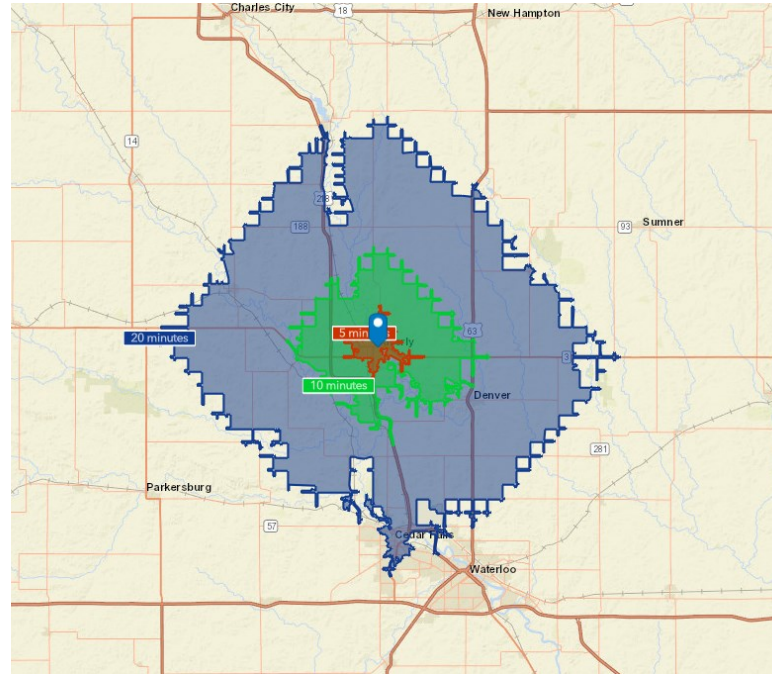
Waverly is a Main Street Iowa community.

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 2023



POPULATION

13,229

10 MINUTE DRIVE TIME | 2023
2023—28 GROWTH: 0.33%

Population	5 Min	10 Min	20 Min
2023 Estimate	8,143	13,229	38,927
Growth (2023-28)	0.38%	0.33%	0.06%

i Est. State Pop Growth (2023-28) | .19%



DAYTIME POP

15,202

10 MINUTE DRIVE TIME | 2023

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	9,990	15,202	39,548
Workers	6,140	8,966	21,628



HOUSEHOLDS

4,996

10 MINUTE DRIVE TIME | 2023
2023—28 GROWTH: 0.48%

Households	5 Min	10 Min	20 Min
2023 Estimate	2,977	4,996	15,488
HH Growth (2023-28)	0.58%	0.48%	0.20%

i Est. State HH Growth (2023-28) | .33%



MEDIAN HH INCOME

\$76,371

10 MINUTE DRIVE TIME | 2023

Median HH Income	5 Min	10 Min	20 Min
2023 Estimate	\$68,334	\$76,371	\$72,256
2028 Estimate	\$74,440	\$81,852	\$78,543


i 2023 State: \$67,730 | 2028 State: \$76,227

Source: [Esri Market Profile](#) | 1.24



HOUSING UNITS

2023 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2023 Estimate	3,300	5,469	16,893
- Owner Occupied	69.4%	74.2%	69.5%
- Renter Occupied	20.8%	17.2%	22.2%
- Vacant	9.8%	8.6%	8.3%
 Estimated State Percent Vacant (2023)			9.4%



TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	72.7%	77.4%	74.2%
— With Mortgage	47.4%	50.4%	47.6%
— Free and Clear	25.4%	27.0%	26.5%
Renter Occupied	27.3%	22.6%	25.8%



DIVERSITY


2023 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2023 Diversity Index	22.4	19.4	19.4


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).



\$31,252
PER CAPITA INCOME
5 MINUTES | 2023



35.6
MEDIAN AGE
5 MINUTES | 2023



97.2%
2023 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	\$35,589	10 Minutes	39.4	10 Minutes	97.7%
20 Minutes	\$36,791	20 Minutes	39.9	20 Minutes	97.6%
State	\$38,239	State	39.7	State	97.6%



2023 EMPLOYMENT BY OCCUPATION

2023 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	4,335	7,076	21,159
- White Collar	62.7%	62.3%	58.9%
- Services	18.9%	16.7%	16.9%
- Blue Collar	18.5%	21.0%	24.2%

Source: [Esri Market Profile](#) | 1.24

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 minute drive time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
642	21.6%	795	15.9%	795	5.1%

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large cities. Residents are traditional, family-oriented consumers. They are thrifty but willing to carry some debt and already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise.

Avg. HH Size: 2.75 Median Age: 36.1 Med. HH Income: \$59K

- ▶ Education: 65% have a high school diploma or some college.
- ▶ Neighborhoods changed rapidly in the previous decade. Young couples, many with children.
- ▶ Comfortable with the latest technology for convenience (online banking and no landline) and entertainment.
- ▶ Traditional values are the norm here—faith, country, and family.



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

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
327	11.0%	1,232	24.7%	4,433	28.6%

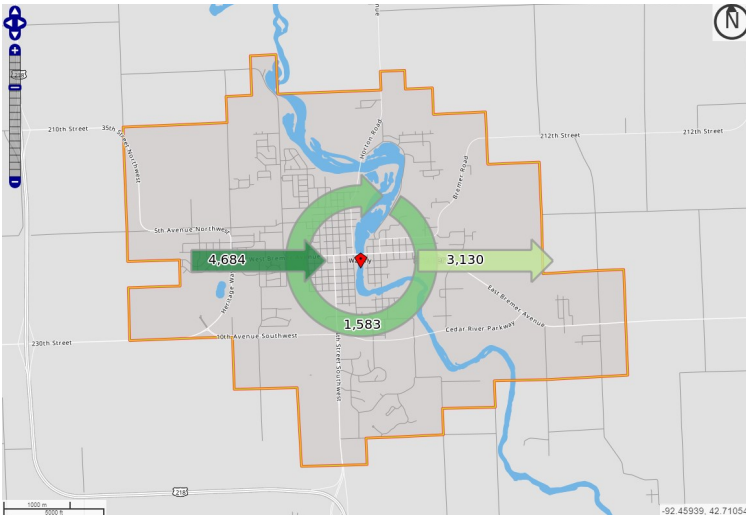
Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending their gardens and preparing homemade meals. Residents embrace the outdoors and enjoy fishing, boating and camping trips. They may be experts with DIY projects, but the latest technology is not their forte.

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

- ▶ Steady employment in construction, manufacturing, and related service industries.
- ▶ Nearly two in three households are composed of married couples; less than half have children at home.
- ▶ 40% with a high school diploma only.
- ▶ Last to buy the latest and greatest products. 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: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Source: [Esri Community Tapestry Segmentation](#) | 1.24



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations | Data year—2021

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)

2021

Count Share

Employed in the Selection Area	6,267	100.0%
Employed in the Selection Area but Living Outside	4,684	74.7%
Employed and Living in the Selection Area	1,583	25.3%
Living in the Selection Area	4,713	100.0%
Living in the Selection Area but Employed Outside	3,130	66.4%
Living and Employed in the Selection Area	1,583	33.6%

Source: US Census Bureau, Center for Economic Studies | 2021

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | WAVERLY (10 MINUTE DRIVE)

Category	2023 Consumer Spending	2028 Forecasted Demand	Projected Growth
Apparel and Services	\$9,548,399	\$10,861,945	\$1,313,546
Computer	\$1,271,614	\$1,446,691	\$175,077
Entertainment & Recreation	\$17,199,161	\$19,556,605	\$2,357,444
Food at Home	\$46,008,102	\$52,342,357	\$6,334,255
Food Away from Home	\$16,131,474	\$18,352,453	\$2,220,979
Health (drugs, eyewear)	\$3,165,187	\$3,599,260	\$434,073
Home (mortgage & basics)	\$58,811,905	\$66,886,638	\$8,074,733
Household Furnishings & Equipment	\$8,138,295	\$9,257,828	\$1,119,533
Housekeeping Supplies	\$4,205,592	\$4,784,411	\$578,819
Insurance	\$39,891,574	\$45,377,911	\$5,486,337
Transportation	\$31,119,423	\$35,395,949	\$4,276,526
Travel	\$8,072,138	\$9,181,314	\$1,109,176

Source: Esri Retail Demand Outlook | 1.24

2023 HOUSING UNITS BY VALUE

Median Home Value	5 Min	10 Min	20 Min
2023 Estimate	\$205,402	\$215,371	\$194,796
2028 Estimate	\$214,755	\$225,988	\$202,576
Average Home Value			
2023 Estimate	\$230,507	\$237,731	\$224,491
2028 Estimate	\$239,100	\$246,738	\$233,016



Housing Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Population		Households	
2020 Total Population	7,993	2023 Median Household Income	\$68,334
2023 Total Population	8,143	2028 Median Household Income	\$74,440
2028 Total Population	8,300	2023-2028 Annual Rate	1.73%
2023-2028 Annual Rate	0.38%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,176	100.0%	3,300	100.0%	3,393	100.0%
Occupied	2,886	90.9%	2,977	90.2%	3,064	90.3%
Owner	2,099	66.1%	2,289	69.4%	2,382	70.2%
Renter	787	24.8%	688	20.8%	682	20.1%
Vacant	267	8.4%	323	9.8%	329	9.7%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	2,288	100.0%	2,383	100.0%
<\$50,000	44	1.9%	42	1.8%
\$50,000-\$99,999	92	4.0%	88	3.7%
\$100,000-\$149,999	515	22.5%	505	21.2%
\$150,000-\$199,999	450	19.7%	442	18.5%
\$200,000-\$249,999	398	17.4%	388	16.3%
\$250,000-\$299,999	371	16.2%	425	17.8%
\$300,000-\$399,999	243	10.6%	274	11.5%
\$400,000-\$499,999	122	5.3%	156	6.5%
\$500,000-\$749,999	21	0.9%	26	1.1%
\$750,000-\$999,999	25	1.1%	31	1.3%
\$1,000,000-\$1,499,999	5	0.2%	5	0.2%
\$1,500,000-\$1,999,999	2	0.1%	1	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$205,402	\$214,755
Average Value	\$230,507	\$239,100

Census 2020 Housing Units	Number	Percent
Total	3,176	100.0%
Housing Units In Urbanized Areas	2,785	87.7%
Rural Housing Units	391	12.3%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	2,100	100.0%
Owned with a Mortgage/Loan	1,367	65.1%
Owned Free and Clear	733	34.9%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Housing Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	267	100.0%
For Rent	120	44.9%
Rented- Not Occupied	6	2.2%
For Sale Only	54	20.2%
Sold - Not Occupied	17	6.4%
Seasonal/Recreational/Occasional Use	22	8.2%
For Migrant Workers	1	0.4%
Other Vacant	46	17.2%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	2,886	2,099	72.7%
15-24	117	22	18.8%
25-34	432	250	57.9%
35-44	488	356	73.0%
45-54	415	323	77.8%
55-59	236	183	77.5%
60-64	224	183	81.7%
65-74	482	393	81.5%
75-84	330	272	82.4%
85+	161	117	72.7%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	2,886	2,099	72.7%
White Alone	2,759	2,055	74.5%
Black/African American Alone	20	3	15.0%
American Indian/Alaska Native	1	0	0.0%
Asian Alone	26	9	34.6%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	17	6	35.3%
Two or More Races	63	27	42.9%
Hispanic Origin	36	14	38.9%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	2,886	2,099	72.7%
1-Person	926	503	54.3%
2-Person	1,051	868	82.6%
3-Person	350	261	74.6%
4-Person	323	276	85.4%
5-Person	153	134	87.6%
6-Person	62	43	69.4%
7+ Person	22	15	68.2%

2023 Housing Affordability

Housing Affordability Index	123
Percent of Income for Mortgage	18.1%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Housing Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Population		Households	
2020 Total Population	13,031	2023 Median Household Income	\$76,371
2023 Total Population	13,229	2028 Median Household Income	\$81,852
2028 Total Population	13,448	2023-2028 Annual Rate	1.40%
2023-2028 Annual Rate	0.33%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	5,291	100.0%	5,469	100.0%	5,594	100.0%
Occupied	4,883	92.3%	4,996	91.4%	5,116	91.5%
Owner	3,780	71.4%	4,058	74.2%	4,191	74.9%
Renter	1,103	20.8%	938	17.2%	925	16.5%
Vacant	423	8.0%	473	8.6%	477	8.5%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	4,059	100.0%	4,192	100.0%
<\$50,000	80	2.0%	75	1.8%
\$50,000-\$99,999	180	4.4%	168	4.0%
\$100,000-\$149,999	811	20.0%	781	18.6%
\$150,000-\$199,999	743	18.3%	717	17.1%
\$200,000-\$249,999	701	17.3%	683	16.3%
\$250,000-\$299,999	678	16.7%	764	18.2%
\$300,000-\$399,999	542	13.4%	607	14.5%
\$400,000-\$499,999	209	5.1%	262	6.2%
\$500,000-\$749,999	63	1.6%	76	1.8%
\$750,000-\$999,999	42	1.0%	51	1.2%
\$1,000,000-\$1,499,999	7	0.2%	7	0.2%
\$1,500,000-\$1,999,999	3	0.1%	1	0.0%
\$2,000,000+	0	0.0%	0	0.0%
Median Value	\$215,371		\$225,988	
Average Value	\$237,731		\$246,738	

Census 2020 Housing Units	Number	Percent
Total	5,291	100.0%
Housing Units In Urbanized Areas	3,622	68.5%
Rural Housing Units	1,669	31.5%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	3,781	100.0%
Owned with a Mortgage/Loan	2,463	65.1%
Owned Free and Clear	1,318	34.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Housing Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	423	100.0%
For Rent	178	42.1%
Rented- Not Occupied	9	2.1%
For Sale Only	83	19.6%
Sold - Not Occupied	37	8.7%
Seasonal/Recreational/Occasional Use	33	7.8%
For Migrant Workers	1	0.2%
Other Vacant	81	19.1%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,883	3,780	77.4%
15-24	177	39	22.0%
25-34	676	424	62.7%
35-44	844	661	78.3%
45-54	730	593	81.2%
55-59	419	342	81.6%
60-64	441	373	84.6%
65-74	826	711	86.1%
75-84	547	471	86.1%
85+	224	166	74.1%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,883	3,780	77.4%
White Alone	4,694	3,700	78.8%
Black/African American Alone	27	6	22.2%
American Indian/Alaska Native	3	0	0.0%
Asian Alone	34	12	35.3%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	24	10	41.7%
Two or More Races	100	52	52.0%
Hispanic Origin	57	27	47.4%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,883	3,780	77.4%
1-Person	1,411	833	59.0%
2-Person	1,828	1,572	86.0%
3-Person	613	484	79.0%
4-Person	605	535	88.4%
5-Person	279	253	90.7%
6-Person	106	75	70.8%
7+ Person	40	28	70.0%

2023 Housing Affordability

Housing Affordability Index	132
Percent of Income for Mortgage	16.9%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Housing Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Population		Households	
2020 Total Population	38,640	2023 Median Household Income	\$72,256
2023 Total Population	38,927	2028 Median Household Income	\$78,543
2028 Total Population	39,042	2023-2028 Annual Rate	1.68%
2023-2028 Annual Rate	0.06%		

Housing Units by Occupancy Status and Tenure	Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	16,584	100.0%	16,893	100.0%	17,083	100.0%
Occupied	15,322	92.4%	15,488	91.7%	15,644	91.6%
Owner	11,367	68.5%	11,738	69.5%	12,018	70.4%
Renter	3,955	23.8%	3,750	22.2%	3,626	21.2%
Vacant	1,230	7.4%	1,405	8.3%	1,439	8.4%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	11,739	100.0%	12,016	100.0%
<\$50,000	284	2.4%	266	2.2%
\$50,000-\$99,999	823	7.0%	782	6.5%
\$100,000-\$149,999	2,210	18.8%	2,118	17.6%
\$150,000-\$199,999	2,849	24.3%	2,757	22.9%
\$200,000-\$249,999	1,685	14.4%	1,650	13.7%
\$250,000-\$299,999	1,642	14.0%	1,835	15.3%
\$300,000-\$399,999	1,436	12.2%	1,628	13.5%
\$400,000-\$499,999	485	4.1%	598	5.0%
\$500,000-\$749,999	234	2.0%	284	2.4%
\$750,000-\$999,999	69	0.6%	81	0.7%
\$1,000,000-\$1,499,999	13	0.1%	12	0.1%
\$1,500,000-\$1,999,999	6	0.1%	4	0.0%
\$2,000,000+	3	0.0%	1	0.0%

Median Value	\$194,796	\$202,576
Average Value	\$224,491	\$233,016

Census 2020 Housing Units	Number	Percent
Total	16,584	100.0%
Housing Units In Urbanized Areas	8,817	53.2%
Rural Housing Units	7,767	46.8%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	11,367	100.0%
Owned with a Mortgage/Loan	7,300	64.2%
Owned Free and Clear	4,067	35.8%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Housing Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	1,230	100.0%
For Rent	465	37.8%
Rented- Not Occupied	32	2.6%
For Sale Only	196	15.9%
Sold - Not Occupied	93	7.6%
Seasonal/Recreational/Occasional Use	120	9.8%
For Migrant Workers	3	0.2%
Other Vacant	322	26.2%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	15,322	11,367	74.2%
15-24	1,151	179	15.6%
25-34	2,281	1,316	57.7%
35-44	2,438	1,866	76.5%
45-54	2,177	1,779	81.7%
55-59	1,324	1,103	83.3%
60-64	1,426	1,222	85.7%
65-74	2,508	2,209	88.1%
75-84	1,421	1,245	87.6%
85+	595	447	75.1%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	15,322	11,367	74.2%
White Alone	14,562	11,022	75.7%
Black/African American Alone	163	38	23.3%
American Indian/Alaska Native	12	3	25.0%
Asian Alone	137	59	43.1%
Pacific Islander Alone	9	0	0.0%
Other Race Alone	89	53	59.6%
Two or More Races	350	192	54.9%
Hispanic Origin	200	92	46.0%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	15,322	11,367	74.2%
1-Person	4,315	2,578	59.7%
2-Person	5,834	4,773	81.8%
3-Person	2,000	1,508	75.4%
4-Person	1,858	1,463	78.7%
5-Person	846	701	82.9%
6-Person	320	240	75.0%
7+ Person	148	104	70.3%

2023 Housing Affordability

Housing Affordability Index	138
Percent of Income for Mortgage	16.2%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.



Market Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

	5 minutes	10 minutes	20 minutes
Population Summary			
2010 Total Population	7,757	12,398	38,538
2020 Total Population	7,993	13,031	38,640
2020 Group Quarters	1,347	1,436	1,907
2023 Total Population	8,143	13,229	38,927
2023 Group Quarters	1,348	1,436	1,905
2028 Total Population	8,300	13,448	39,042
2023-2028 Annual Rate	0.38%	0.33%	0.06%
2023 Total Daytime Population	9,990	15,202	39,548
Workers	6,140	8,966	21,628
Residents	3,850	6,236	17,920
Household Summary			
2010 Households	2,719	4,605	15,163
2010 Average Household Size	2.29	2.34	2.40
2020 Total Households	2,886	4,883	15,322
2020 Average Household Size	2.30	2.37	2.40
2023 Households	2,977	4,996	15,488
2023 Average Household Size	2.28	2.36	2.39
2028 Households	3,064	5,117	15,644
2028 Average Household Size	2.27	2.35	2.37
2023-2028 Annual Rate	0.58%	0.48%	0.20%
2010 Families	1,719	3,091	9,727
2010 Average Family Size	2.82	2.82	2.87
2023 Families	1,813	3,232	9,607
2023 Average Family Size	2.87	2.91	2.92
2028 Families	1,855	3,291	9,672
2028 Average Family Size	2.86	2.89	2.90
2023-2028 Annual Rate	0.46%	0.36%	0.13%
Housing Unit Summary			
2000 Housing Units	2,675	4,383	15,327
Owner Occupied Housing Units	65.3%	70.5%	70.2%
Renter Occupied Housing Units	29.1%	25.2%	25.2%
Vacant Housing Units	5.5%	4.3%	4.6%
2010 Housing Units	2,888	4,824	16,087
Owner Occupied Housing Units	66.7%	72.1%	69.3%
Renter Occupied Housing Units	27.4%	23.4%	25.0%
Vacant Housing Units	5.9%	4.5%	5.7%
2020 Housing Units	3,176	5,291	16,584
Owner Occupied Housing Units	66.1%	71.4%	68.5%
Renter Occupied Housing Units	24.8%	20.8%	23.8%
Vacant Housing Units	8.4%	8.0%	7.4%
2023 Housing Units	3,300	5,469	16,893
Owner Occupied Housing Units	69.4%	74.2%	69.5%
Renter Occupied Housing Units	20.8%	17.2%	22.2%
Vacant Housing Units	9.8%	8.6%	8.3%
2028 Housing Units	3,393	5,594	17,083
Owner Occupied Housing Units	70.2%	74.9%	70.4%
Renter Occupied Housing Units	20.1%	16.5%	21.2%
Vacant Housing Units	9.7%	8.5%	8.4%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	2,977	4,996	15,488
<\$15,000	8.8%	6.9%	7.8%
\$15,000 - \$24,999	8.6%	7.2%	6.3%
\$25,000 - \$34,999	7.0%	6.2%	6.7%
\$35,000 - \$49,999	9.2%	9.1%	11.8%
\$50,000 - \$74,999	20.4%	19.3%	18.9%
\$75,000 - \$99,999	14.9%	15.6%	16.3%
\$100,000 - \$149,999	19.8%	21.5%	20.2%
\$150,000 - \$199,999	8.1%	9.3%	7.0%
\$200,000+	3.2%	4.7%	5.0%
Average Household Income	\$85,648	\$94,545	\$91,625
2028 Households by Income			
Household Income Base	3,064	5,117	15,644
<\$15,000	7.5%	5.9%	6.6%
\$15,000 - \$24,999	7.7%	6.3%	5.4%
\$25,000 - \$34,999	6.4%	5.5%	5.7%
\$35,000 - \$49,999	8.8%	8.4%	10.7%
\$50,000 - \$74,999	19.9%	18.6%	18.5%
\$75,000 - \$99,999	14.8%	15.3%	16.1%
\$100,000 - \$149,999	21.1%	22.9%	22.1%
\$150,000 - \$199,999	10.1%	11.6%	8.9%
\$200,000+	3.7%	5.4%	5.9%
Average Household Income	\$94,935	\$104,961	\$102,677
2023 Owner Occupied Housing Units by Value			
Total	2,289	4,058	11,738
<\$50,000	1.9%	2.0%	2.4%
\$50,000 - \$99,999	4.0%	4.4%	7.0%
\$100,000 - \$149,999	22.5%	20.0%	18.8%
\$150,000 - \$199,999	19.7%	18.3%	24.3%
\$200,000 - \$249,999	17.4%	17.3%	14.4%
\$250,000 - \$299,999	16.2%	16.7%	14.0%
\$300,000 - \$399,999	10.6%	13.4%	12.2%
\$400,000 - \$499,999	5.3%	5.2%	4.1%
\$500,000 - \$749,999	0.9%	1.6%	2.0%
\$750,000 - \$999,999	1.1%	1.0%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$230,507	\$237,731	\$224,491
2028 Owner Occupied Housing Units by Value			
Total	2,382	4,191	12,018
<\$50,000	1.8%	1.8%	2.2%
\$50,000 - \$99,999	3.7%	4.0%	6.5%
\$100,000 - \$149,999	21.2%	18.6%	17.6%
\$150,000 - \$199,999	18.6%	17.1%	22.9%
\$200,000 - \$249,999	16.3%	16.3%	13.7%
\$250,000 - \$299,999	17.8%	18.2%	15.3%
\$300,000 - \$399,999	11.5%	14.5%	13.5%
\$400,000 - \$499,999	6.5%	6.3%	5.0%
\$500,000 - \$749,999	1.1%	1.8%	2.4%
\$750,000 - \$999,999	1.3%	1.2%	0.7%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$239,100	\$246,738	\$233,016

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income			
2023	\$68,334	\$76,371	\$72,256
2028	\$74,440	\$81,852	\$78,543
Median Home Value			
2023	\$205,402	\$215,371	\$194,796
2028	\$214,755	\$225,988	\$202,576
Per Capita Income			
2023	\$31,252	\$35,589	\$36,791
2028	\$34,900	\$39,782	\$41,498
Median Age			
2010	30.8	35.6	36.8
2020	33.9	37.2	38.0
2023	35.6	39.4	39.9
2028	37.0	40.2	41.2
2020 Population by Age			
Total	7,993	13,031	38,640
0 - 4	5.3%	5.5%	5.3%
5 - 9	5.4%	6.2%	6.0%
10 - 14	6.1%	6.7%	6.4%
15 - 24	24.4%	18.8%	17.2%
25 - 34	10.0%	10.1%	11.5%
35 - 44	10.8%	11.9%	11.5%
45 - 54	9.0%	10.1%	10.2%
55 - 64	9.8%	11.1%	12.2%
65 - 74	9.3%	10.1%	10.9%
75 - 84	6.4%	6.5%	5.9%
85 +	3.5%	3.0%	2.8%
18 +	79.2%	77.5%	78.6%
2023 Population by Age			
Total	8,142	13,227	38,926
0 - 4	4.6%	4.8%	4.8%
5 - 9	4.9%	5.3%	5.2%
10 - 14	5.2%	5.6%	5.4%
15 - 24	23.0%	17.9%	15.5%
25 - 34	11.6%	11.5%	13.6%
35 - 44	9.9%	10.7%	10.9%
45 - 54	8.9%	10.1%	10.5%
55 - 64	10.9%	12.4%	12.6%
65 - 74	10.6%	11.8%	12.0%
75 - 84	6.7%	6.7%	6.6%
85 +	3.6%	3.1%	2.9%
18 +	82.1%	80.8%	81.2%
2028 Population by Age			
Total	8,300	13,447	39,042
0 - 4	4.7%	4.8%	4.8%
5 - 9	4.9%	5.2%	5.1%
10 - 14	5.4%	5.8%	5.6%
15 - 24	22.6%	17.7%	15.1%
25 - 34	10.0%	9.8%	11.8%
35 - 44	11.5%	12.1%	12.0%
45 - 54	8.7%	9.9%	10.4%
55 - 64	9.9%	11.0%	11.3%
65 - 74	10.6%	11.9%	12.1%
75 - 84	7.9%	8.2%	8.3%
85 +	4.0%	3.6%	3.4%
18 +	81.7%	80.6%	81.0%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	3,824	6,352	19,223
Females	4,169	6,679	19,417
2023 Population by Sex			
Males	3,926	6,487	19,431
Females	4,217	6,742	19,496
2028 Population by Sex			
Males	4,005	6,593	19,409
Females	4,295	6,855	19,633
2010 Population by Race/Ethnicity			
Total	7,758	12,397	38,538
White Alone	94.9%	96.0%	96.2%
Black Alone	1.9%	1.4%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.3%	1.0%	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%	1.2%	1.3%
Diversity Index	12.2	10.1	9.8
2020 Population by Race/Ethnicity			
Total	7,993	13,031	38,640
White Alone	91.4%	92.7%	92.7%
Black Alone	2.3%	1.7%	1.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	3.5%	3.2%	3.5%
Hispanic Origin	2.9%	2.5%	2.4%
Diversity Index	20.9	18.0	17.9
2023 Population by Race/Ethnicity			
Total	8,143	13,230	38,927
White Alone	90.8%	92.2%	92.0%
Black Alone	2.6%	2.0%	1.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.9%
Two or More Races	3.7%	3.4%	3.8%
Hispanic Origin	3.1%	2.7%	2.6%
Diversity Index	22.4	19.4	19.4
2028 Population by Race/Ethnicity			
Total	8,301	13,447	39,042
White Alone	89.7%	91.3%	90.8%
Black Alone	3.0%	2.3%	2.3%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.3%
Some Other Race Alone	1.0%	0.9%	1.0%
Two or More Races	4.1%	3.8%	4.3%
Hispanic Origin	3.5%	3.1%	3.0%
Diversity Index	24.7	21.5	22.2

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	7,993	13,031	38,640
In Households	83.1%	89.0%	95.1%
Householder	35.7%	37.2%	39.9%
Opposite-Sex Spouse	18.5%	20.7%	20.9%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.8%	1.8%	2.4%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	22.7%	24.7%	23.7%
Adopted Child	0.5%	0.5%	0.6%
Stepchild	0.9%	0.9%	1.0%
Grandchild	0.4%	0.5%	0.8%
Brother or Sister	0.3%	0.3%	0.5%
Parent	0.2%	0.2%	0.3%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.1%
Other Relatives	0.3%	0.3%	0.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.4%	1.3%	4.1%
In Group Quarters	16.9%	11.0%	4.9%
Institutionalized	1.9%	1.8%	1.5%
Noninstitutionalized	15.0%	9.2%	3.4%
2023 Population 25+ by Educational Attainment			
Total	5,071	8,779	26,915
Less than 9th Grade	0.8%	0.7%	1.0%
9th - 12th Grade, No Diploma	2.9%	2.8%	3.2%
High School Graduate	24.6%	24.7%	24.7%
GED/Alternative Credential	2.2%	2.2%	3.0%
Some College, No Degree	15.2%	15.6%	17.8%
Associate Degree	13.4%	13.9%	15.0%
Bachelor's Degree	25.9%	25.0%	22.3%
Graduate/Professional Degree	15.0%	15.1%	13.1%
2023 Population 15+ by Marital Status			
Total	6,941	11,151	32,933
Never Married	40.6%	34.2%	34.1%
Married	46.2%	53.0%	53.6%
Widowed	6.2%	5.7%	5.2%
Divorced	7.1%	7.1%	7.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,462	7,240	21,690
Population 16+ Employed	97.2%	97.7%	97.6%
Population 16+ Unemployment rate	2.8%	2.3%	2.4%
Population 16-24 Employed	27.1%	21.0%	18.4%
Population 16-24 Unemployment rate	6.5%	5.7%	5.7%
Population 25-54 Employed	52.0%	55.0%	56.9%
Population 25-54 Unemployment rate	1.0%	1.1%	1.9%
Population 55-64 Employed	14.3%	17.0%	17.2%
Population 55-64 Unemployment rate	2.4%	1.9%	1.5%
Population 65+ Employed	6.6%	7.0%	7.6%
Population 65+ Unemployment rate	2.4%	2.0%	0.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Employed Population 16+ by Industry			
Total	4,336	7,073	21,160
Agriculture/Mining	1.3%	2.1%	2.6%
Construction	4.9%	5.0%	6.1%
Manufacturing	12.0%	14.2%	15.6%
Wholesale Trade	1.1%	1.6%	1.8%
Retail Trade	8.2%	8.0%	11.4%
Transportation/Utilities	4.3%	4.8%	4.4%
Information	1.1%	1.1%	1.2%
Finance/Insurance/Real Estate	8.1%	8.8%	6.5%
Services	56.5%	51.6%	47.8%
Public Administration	2.5%	2.8%	2.5%
2023 Employed Population 16+ by Occupation			
Total	4,335	7,076	21,159
White Collar	62.7%	62.3%	58.9%
Management/Business/Financial	17.9%	18.9%	15.9%
Professional	27.3%	26.5%	24.7%
Sales	6.1%	6.3%	8.3%
Administrative Support	11.3%	10.5%	10.1%
Services	18.9%	16.7%	16.9%
Blue Collar	18.5%	21.0%	24.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.5%
Construction/Extraction	4.8%	4.7%	4.6%
Installation/Maintenance/Repair	2.4%	3.0%	4.1%
Production	4.3%	5.8%	7.9%
Transportation/Material Moving	6.8%	7.2%	7.1%
2020 Households by Type			
Total	2,886	4,883	15,322
Married Couple Households	51.5%	55.9%	52.4%
With Own Children <18	19.4%	21.3%	19.1%
Without Own Children <18	32.1%	34.5%	33.3%
Cohabiting Couple Households	5.2%	5.1%	6.0%
With Own Children <18	1.7%	1.7%	1.8%
Without Own Children <18	3.5%	3.4%	4.3%
Male Householder, No Spouse/Partner	15.6%	15.0%	18.5%
Living Alone	11.9%	11.5%	13.1%
65 Years and over	4.2%	4.1%	4.0%
With Own Children <18	1.5%	1.5%	1.3%
Without Own Children <18, With Relatives	1.3%	1.4%	1.7%
No Relatives Present	0.8%	0.7%	2.4%
Female Householder, No Spouse/Partner	27.7%	24.1%	23.0%
Living Alone	20.1%	17.4%	15.1%
65 Years and over	11.8%	10.1%	8.2%
With Own Children <18	4.4%	3.8%	3.3%
Without Own Children <18, With Relatives	2.5%	2.4%	2.8%
No Relatives Present	0.6%	0.6%	1.9%
2020 Households by Size			
Total	2,886	4,883	15,322
1 Person Household	32.1%	28.9%	28.2%
2 Person Household	36.4%	37.5%	38.1%
3 Person Household	12.1%	12.6%	13.1%
4 Person Household	11.2%	12.4%	12.1%
5 Person Household	5.3%	5.7%	5.5%
6 Person Household	2.1%	2.2%	2.1%
7 + Person Household	0.8%	0.8%	1.0%

Source: Esri forecasts for 2023 and 2028. 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
2020 Households by Tenure and Mortgage Status			
Total	2,886	4,883	15,322
Owner Occupied	72.7%	77.4%	74.2%
Owned with a Mortgage/Loan	47.4%	50.4%	47.6%
Owned Free and Clear	25.4%	27.0%	26.5%
Renter Occupied	27.3%	22.6%	25.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	132	138
Percent of Income for Mortgage	18.1%	16.9%	16.2%
Wealth Index	71	84	80
2020 Housing Units By Urban/ Rural Status			
Total	3,176	5,291	16,584
Urban Housing Units	87.7%	68.5%	53.2%
Rural Housing Units	12.3%	31.5%	46.8%
2020 Population By Urban/ Rural Status			
Total	7,993	13,031	38,640
Urban Population	88.3%	69.6%	52.5%
Rural Population	11.7%	30.4%	47.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Midlife Constants (5E)	In Style (5B)	Midlife Constants (5E)
3.	In Style (5B)	Middleburg (4C)	Old and Newcomers (8F)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,213,263	\$9,548,399	\$28,803,197
Average Spent	\$1,751.18	\$1,911.21	\$1,859.71
Spending Potential Index	80	87	85
Education: Total \$	\$4,080,265	\$7,525,975	\$22,457,535
Average Spent	\$1,370.60	\$1,506.40	\$1,450.00
Spending Potential Index	76	84	81
Entertainment/Recreation: Total \$	\$9,159,597	\$17,199,161	\$53,420,861
Average Spent	\$3,076.79	\$3,442.59	\$3,449.18
Spending Potential Index	81	91	91
Food at Home: Total \$	\$16,151,107	\$29,876,629	\$91,130,867
Average Spent	\$5,425.30	\$5,980.11	\$5,883.97
Spending Potential Index	80	88	87
Food Away from Home: Total \$	\$8,815,943	\$16,131,474	\$48,590,851
Average Spent	\$2,961.35	\$3,228.88	\$3,137.32
Spending Potential Index	80	87	84
Health Care: Total \$	\$18,445,261	\$34,672,106	\$106,500,640
Average Spent	\$6,195.92	\$6,939.97	\$6,876.33
Spending Potential Index	84	94	93
HH Furnishings & Equipment: Total \$	\$7,102,470	\$13,145,926	\$39,667,132
Average Spent	\$2,385.78	\$2,631.29	\$2,561.15
Spending Potential Index	81	89	87
Personal Care Products & Services: Total \$	\$2,303,160	\$4,208,824	\$12,551,012
Average Spent	\$773.65	\$842.44	\$810.37
Spending Potential Index	81	88	85
Shelter: Total \$	\$58,255,662	\$106,460,338	\$318,344,643
Average Spent	\$19,568.58	\$21,309.11	\$20,554.28
Spending Potential Index	79	86	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,773,038	\$14,459,963	\$42,961,518
Average Spent	\$2,611.03	\$2,894.31	\$2,773.86
Spending Potential Index	83	93	89
Travel: Total \$	\$5,375,422	\$9,988,203	\$29,891,964
Average Spent	\$1,805.65	\$1,999.24	\$1,930.01
Spending Potential Index	80	89	86
Vehicle Maintenance & Repairs: Total \$	\$3,203,367	\$5,922,350	\$18,288,658
Average Spent	\$1,076.04	\$1,185.42	\$1,180.83
Spending Potential Index	82	90	90

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Retail Demand Outlook

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Middleburg (4C)	21.6%	Population	8,143	8,300
Midlife Constants (5E)	19.0%	Households	2,977	3,064
In Style (5B)	18.9%	Families	1,813	1,855
Retirement Communities (9E)	11.5%	Median Age	35.6	37.0
Salt of the Earth (6B)	11.0%	Median Household Income	\$68,334	\$74,440
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,213,263	\$5,943,029	\$729,766
Men's		\$972,762	\$1,109,101	\$136,339
Women's		\$1,787,687	\$2,038,203	\$250,516
Children's		\$784,485	\$894,384	\$109,899
Footwear		\$1,168,113	\$1,331,338	\$163,225
Watches & Jewelry		\$393,999	\$448,882	\$54,883
Apparel Products and Services (1)		\$106,219	\$121,120	\$14,901
Computer				
Computers and Hardware for Home Use		\$599,054	\$682,877	\$83,823
Portable Memory		\$11,121	\$12,665	\$1,544
Computer Software		\$34,060	\$38,820	\$4,760
Computer Accessories		\$59,907	\$68,292	\$8,385
Entertainment & Recreation		\$9,159,597	\$10,440,407	\$1,280,810
Fees and Admissions		\$1,687,873	\$1,923,818	\$235,945
Membership Fees for Clubs (2)		\$676,542	\$770,983	\$94,441
Fees for Participant Sports, excl. Trips		\$287,687	\$328,268	\$40,581
Tickets to Theatre/Operas/Concerts		\$132,391	\$150,854	\$18,463
Tickets to Movies		\$63,563	\$72,457	\$8,894
Tickets to Parks or Museums		\$68,858	\$78,512	\$9,654
Admission to Sporting Events, excl. Trips		\$148,176	\$168,654	\$20,478
Fees for Recreational Lessons		\$308,297	\$351,399	\$43,102
Dating Services		\$2,358	\$2,691	\$333
TV/Video/Audio		\$3,332,711	\$3,800,013	\$467,302
Cable and Satellite Television Services		\$2,123,858	\$2,422,422	\$298,564
Televisions		\$353,349	\$402,806	\$49,457
Satellite Dishes		\$4,164	\$4,742	\$578
VCRs, Video Cameras, and DVD Players		\$11,650	\$13,276	\$1,626
Miscellaneous Video Equipment		\$30,298	\$34,529	\$4,231
Video Cassettes and DVDs		\$16,030	\$18,273	\$2,243
Video Game Hardware/Accessories		\$99,451	\$113,281	\$13,830
Video Game Software		\$47,565	\$54,191	\$6,626
Rental/Streaming/Downloaded Video		\$305,935	\$348,632	\$42,697
Installation of Televisions		\$3,619	\$4,124	\$505
Audio (3)		\$329,657	\$375,604	\$45,947
Rental and Repair of TV/Radio/Sound Equipment		\$7,136	\$8,132	\$996
Pets		\$2,222,971	\$2,533,051	\$310,080
Toys/Games/Crafts/Hobbies (4)		\$388,875	\$443,174	\$54,299
Recreational Vehicles and Fees (5)		\$364,122	\$414,440	\$50,318
Sports/Recreation/Exercise Equipment (6)		\$674,998	\$769,553	\$94,555
Photo Equipment and Supplies (7)		\$112,371	\$128,029	\$15,658
Reading (8)		\$306,829	\$349,904	\$43,075
Catered Affairs (9)		\$68,846	\$78,424	\$9,578
Food		\$24,967,051	\$28,469,954	\$3,502,903
Food at Home		\$16,151,107	\$18,418,990	\$2,267,883
Bakery and Cereal Products		\$2,099,126	\$2,393,637	\$294,511
Meats, Poultry, Fish, and Eggs		\$3,472,292	\$3,960,101	\$487,809
Dairy Products		\$1,556,983	\$1,775,565	\$218,582
Fruits and Vegetables		\$3,152,515	\$3,595,701	\$443,186
Snacks and Other Food at Home (10)		\$5,870,192	\$6,693,986	\$823,794
Food Away from Home		\$8,815,943	\$10,050,964	\$1,235,021
Alcoholic Beverages		\$1,612,018	\$1,837,715	\$225,697

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Retail Demand Outlook

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.72591
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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$95,973,491	\$109,409,472	\$13,435,981
Value of Retirement Plans	\$352,045,599	\$401,126,826	\$49,081,227
Value of Other Financial Assets	\$19,779,070	\$22,553,852	\$2,774,782
Vehicle Loan Amount excluding Interest	\$9,042,215	\$10,310,572	\$1,268,357
Value of Credit Card Debt	\$7,653,540	\$8,724,673	\$1,071,133
Health			
Nonprescription Drugs	\$434,636	\$495,806	\$61,170
Prescription Drugs	\$963,010	\$1,097,980	\$134,970
Eyeglasses and Contact Lenses	\$275,835	\$314,281	\$38,446
Home			
Mortgage Payment and Basics (11)	\$30,943,156	\$35,276,534	\$4,333,378
Maintenance and Remodeling Services	\$9,220,477	\$10,514,226	\$1,293,749
Maintenance and Remodeling Materials (12)	\$1,968,046	\$2,242,888	\$274,842
Utilities, Fuel, and Public Services	\$14,133,559	\$16,114,658	\$1,981,099
Household Furnishings and Equipment			
Household Textiles (13)	\$290,838	\$331,603	\$40,765
Furniture	\$2,005,975	\$2,287,022	\$281,047
Rugs	\$99,135	\$113,015	\$13,880
Major Appliances (14)	\$1,287,931	\$1,468,518	\$180,587
Housewares (15)	\$258,639	\$294,985	\$36,346
Small Appliances	\$170,594	\$194,509	\$23,915
Luggage	\$33,627	\$38,351	\$4,724
Telephones and Accessories	\$253,358	\$288,665	\$35,307
Household Operations			
Child Care	\$1,220,058	\$1,390,379	\$170,321
Lawn and Garden (16)	\$1,640,369	\$1,869,886	\$229,517
Moving/Storage/Freight Express	\$210,449	\$240,140	\$29,691
Housekeeping Supplies (17)	\$2,259,658	\$2,577,094	\$317,436
Insurance			
Owners and Renters Insurance	\$1,994,378	\$2,273,807	\$279,429
Vehicle Insurance	\$5,218,966	\$5,952,101	\$733,135
Life/Other Insurance	\$1,712,771	\$1,952,341	\$239,570
Health Insurance	\$12,379,939	\$14,118,940	\$1,739,001
Personal Care Products (18)	\$1,317,152	\$1,501,890	\$184,738
School Books and Supplies (19)	\$321,380	\$366,377	\$44,997
Smoking Products	\$1,089,264	\$1,240,933	\$151,669
Transportation			
Payments on Vehicles excluding Leases	\$7,505,559	\$8,556,023	\$1,050,464
Gasoline and Motor Oil	\$6,055,002	\$6,903,198	\$848,196
Vehicle Maintenance and Repairs	\$3,203,367	\$3,651,486	\$448,119
Travel			
Airline Fares	\$1,080,955	\$1,232,479	\$151,524
Lodging on Trips	\$1,735,348	\$1,977,980	\$242,632
Auto/Truck Rental on Trips	\$193,228	\$220,268	\$27,040
Food and Drink on Trips	\$1,338,785	\$1,526,028	\$187,243

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Retail Demand Outlook

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.72591
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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

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	24.7%	Population	13,229	13,448
In Style (5B)	16.0%	Households	4,996	5,117
Middleburg (4C)	15.9%	Families	3,232	3,291
Midlife Constants (5E)	15.9%	Median Age	39.4	40.2
Retirement Communities (9E)	7.1%	Median Household Income	\$76,371	\$81,852
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,548,399	\$10,861,945	\$1,313,546
Men's		\$1,768,530	\$2,012,188	\$243,658
Women's		\$3,277,653	\$3,728,770	\$451,117
Children's		\$1,445,638	\$1,644,675	\$199,037
Footwear		\$2,134,892	\$2,428,233	\$293,341
Watches & Jewelry		\$726,230	\$825,731	\$99,501
Apparel Products and Services (1)		\$195,457	\$222,348	\$26,891
Computer				
Computers and Hardware for Home Use		\$1,079,934	\$1,228,678	\$148,744
Portable Memory		\$20,583	\$23,395	\$2,812
Computer Software		\$61,256	\$69,681	\$8,425
Computer Accessories		\$109,841	\$124,937	\$15,096
Entertainment & Recreation		\$17,199,161	\$19,556,605	\$2,357,444
Fees and Admissions		\$3,127,349	\$3,557,066	\$429,717
Membership Fees for Clubs (2)		\$1,255,939	\$1,428,313	\$172,374
Fees for Participant Sports, excl. Trips		\$530,986	\$604,426	\$73,440
Tickets to Theatre/Operas/Concerts		\$245,201	\$278,812	\$33,611
Tickets to Movies		\$112,984	\$128,577	\$15,593
Tickets to Parks or Museums		\$127,281	\$144,819	\$17,538
Admission to Sporting Events, excl. Trips		\$281,885	\$320,212	\$38,327
Fees for Recreational Lessons		\$568,998	\$647,268	\$78,270
Dating Services		\$4,074	\$4,640	\$566
TV/Video/Audio		\$6,181,644	\$7,031,537	\$849,893
Cable and Satellite Television Services		\$3,985,835	\$4,533,982	\$548,147
Televisions		\$647,854	\$736,940	\$89,086
Satellite Dishes		\$7,485	\$8,513	\$1,028
VCRs, Video Cameras, and DVD Players		\$20,788	\$23,651	\$2,863
Miscellaneous Video Equipment		\$54,769	\$62,305	\$7,536
Video Cassettes and DVDs		\$28,590	\$32,531	\$3,941
Video Game Hardware/Accessories		\$178,293	\$202,751	\$24,458
Video Game Software		\$83,994	\$95,545	\$11,551
Rental/Streaming/Downloaded Video		\$551,320	\$627,160	\$75,840
Installation of Televisions		\$6,681	\$7,598	\$917
Audio (3)		\$603,347	\$686,129	\$82,782
Rental and Repair of TV/Radio/Sound Equipment		\$12,686	\$14,433	\$1,747
Pets		\$4,318,742	\$4,906,981	\$588,239
Toys/Games/Crafts/Hobbies (4)		\$720,939	\$819,802	\$98,863
Recreational Vehicles and Fees (5)		\$724,975	\$823,029	\$98,054
Sports/Recreation/Exercise Equipment (6)		\$1,230,956	\$1,400,637	\$169,681
Photo Equipment and Supplies (7)		\$205,983	\$234,231	\$28,248
Reading (8)		\$564,334	\$642,018	\$77,684
Catered Affairs (9)		\$124,240	\$141,302	\$17,062
Food		\$46,008,102	\$52,342,357	\$6,334,255
Food at Home		\$29,876,629	\$33,989,904	\$4,113,275
Bakery and Cereal Products		\$3,896,690	\$4,432,620	\$535,930
Meats, Poultry, Fish, and Eggs		\$6,424,261	\$7,309,047	\$884,786
Dairy Products		\$2,891,044	\$3,288,754	\$397,710
Fruits and Vegetables		\$5,810,991	\$6,611,954	\$800,963
Snacks and Other Food at Home (10)		\$10,853,643	\$12,347,530	\$1,493,887
Food Away from Home		\$16,131,474	\$18,352,453	\$2,220,979
Alcoholic Beverages		\$2,981,286	\$3,391,015	\$409,729

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Retail Demand Outlook

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$180,157,361	\$204,881,345	\$24,723,984
Value of Retirement Plans	\$672,000,978	\$763,888,790	\$91,887,812
Value of Other Financial Assets	\$37,257,588	\$42,369,994	\$5,112,406
Vehicle Loan Amount excluding Interest	\$16,687,915	\$18,987,218	\$2,299,303
Value of Credit Card Debt	\$14,290,659	\$16,252,778	\$1,962,119
Health			
Nonprescription Drugs	\$817,141	\$929,597	\$112,456
Prescription Drugs	\$1,827,722	\$2,078,227	\$250,505
Eyeglasses and Contact Lenses	\$520,324	\$591,436	\$71,112
Home			
Mortgage Payment and Basics (11)	\$58,811,905	\$66,886,638	\$8,074,733
Maintenance and Remodeling Services	\$17,563,039	\$19,975,898	\$2,412,859
Maintenance and Remodeling Materials (12)	\$3,814,849	\$4,336,391	\$521,542
Utilities, Fuel, and Public Services	\$26,276,544	\$29,888,822	\$3,612,278
Household Furnishings and Equipment			
Household Textiles (13)	\$531,256	\$604,421	\$73,165
Furniture	\$3,698,792	\$4,207,684	\$508,892
Rugs	\$186,366	\$211,936	\$25,570
Major Appliances (14)	\$2,415,827	\$2,748,000	\$332,173
Housewares (15)	\$475,865	\$541,461	\$65,596
Small Appliances	\$308,370	\$350,862	\$42,492
Luggage	\$60,841	\$69,245	\$8,404
Telephones and Accessories	\$460,978	\$524,219	\$63,241
Household Operations			
Child Care	\$2,252,164	\$2,561,693	\$309,529
Lawn and Garden (16)	\$3,184,807	\$3,620,144	\$435,337
Moving/Storage/Freight Express	\$373,454	\$425,293	\$51,839
Housekeeping Supplies (17)	\$4,205,592	\$4,784,411	\$578,819
Insurance			
Owners and Renters Insurance	\$3,804,020	\$4,325,893	\$521,873
Vehicle Insurance	\$9,566,307	\$10,885,604	\$1,319,297
Life/Other Insurance	\$3,258,493	\$3,705,066	\$446,573
Health Insurance	\$23,262,754	\$26,461,348	\$3,198,594
Personal Care Products (18)	\$2,411,588	\$2,743,750	\$332,162
School Books and Supplies (19)	\$583,174	\$663,520	\$80,346
Smoking Products	\$2,013,685	\$2,289,130	\$275,445
Transportation			
Payments on Vehicles excluding Leases	\$13,973,408	\$15,893,590	\$1,920,182
Gasoline and Motor Oil	\$11,223,665	\$12,766,561	\$1,542,896
Vehicle Maintenance and Repairs	\$5,922,350	\$6,735,798	\$813,448
Travel			
Airline Fares	\$1,976,450	\$2,248,758	\$272,308
Lodging on Trips	\$3,253,338	\$3,699,804	\$446,466
Auto/Truck Rental on Trips	\$353,540	\$402,204	\$48,664
Food and Drink on Trips	\$2,488,810	\$2,830,548	\$341,738

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- (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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Retail Demand Outlook

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	28.6%	Population	38,927	39,042
Midlife Constants (5E)	8.6%	Households	15,488	15,644
Old and Newcomers (8F)	7.4%	Families	9,607	9,672
Heartland Communities (6F)	6.5%	Median Age	39.9	41.2
Prairie Living (6D)	5.7%	Median Household Income	\$72,256	\$78,543
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$28,803,197	\$32,596,675	\$3,793,478
Men's		\$5,326,328	\$6,027,334	\$701,006
Women's		\$9,852,065	\$11,150,484	\$1,298,419
Children's		\$4,390,571	\$4,969,412	\$578,841
Footwear		\$6,490,517	\$7,344,244	\$853,727
Watches & Jewelry		\$2,156,205	\$2,440,223	\$284,018
Apparel Products and Services (1)		\$587,510	\$664,978	\$77,468
Computer				
Computers and Hardware for Home Use		\$3,282,839	\$3,713,967	\$431,128
Portable Memory		\$62,859	\$71,116	\$8,257
Computer Software		\$192,807	\$217,954	\$25,147
Computer Accessories		\$338,474	\$382,887	\$44,413
Entertainment & Recreation		\$53,420,861	\$60,426,216	\$7,005,355
Fees and Admissions		\$9,060,869	\$10,259,990	\$1,199,121
Membership Fees for Clubs (2)		\$3,644,922	\$4,126,899	\$481,977
Fees for Participant Sports, excl. Trips		\$1,520,366	\$1,722,235	\$201,869
Tickets to Theatre/Operas/Concerts		\$714,506	\$808,932	\$94,426
Tickets to Movies		\$334,218	\$378,291	\$44,073
Tickets to Parks or Museums		\$373,862	\$423,320	\$49,458
Admission to Sporting Events, excl. Trips		\$836,019	\$946,157	\$110,138
Fees for Recreational Lessons		\$1,624,905	\$1,840,486	\$215,581
Dating Services		\$12,071	\$13,671	\$1,600
TV/Video/Audio		\$19,023,548	\$21,523,860	\$2,500,312
Cable and Satellite Television Services		\$12,278,583	\$13,893,948	\$1,615,365
Televisions		\$2,010,445	\$2,274,106	\$263,661
Satellite Dishes		\$22,416	\$25,360	\$2,944
VCRs, Video Cameras, and DVD Players		\$63,505	\$71,842	\$8,337
Miscellaneous Video Equipment		\$158,237	\$179,224	\$20,987
Video Cassettes and DVDs		\$87,627	\$99,132	\$11,505
Video Game Hardware/Accessories		\$563,501	\$637,108	\$73,607
Video Game Software		\$265,468	\$300,161	\$34,693
Rental/Streaming/Downloaded Video		\$1,688,546	\$1,910,095	\$221,549
Installation of Televisions		\$20,541	\$23,235	\$2,694
Audio (3)		\$1,824,532	\$2,064,264	\$239,732
Rental and Repair of TV/Radio/Sound Equipment		\$40,146	\$45,384	\$5,238
Pets		\$14,372,156	\$16,238,981	\$1,866,825
Toys/Games/Crafts/Hobbies (4)		\$2,242,964	\$2,537,080	\$294,116
Recreational Vehicles and Fees (5)		\$2,329,087	\$2,632,898	\$303,811
Sports/Recreation/Exercise Equipment (6)		\$3,695,144	\$4,181,356	\$486,212
Photo Equipment and Supplies (7)		\$620,510	\$702,136	\$81,626
Reading (8)		\$1,708,999	\$1,933,850	\$224,851
Catered Affairs (9)		\$367,584	\$416,065	\$48,481
Food		\$139,721,718	\$158,122,018	\$18,400,300
Food at Home		\$91,130,867	\$103,131,913	\$12,001,046
Bakery and Cereal Products		\$11,896,944	\$13,463,606	\$1,566,662
Meats, Poultry, Fish, and Eggs		\$19,579,236	\$22,158,413	\$2,579,177
Dairy Products		\$8,890,831	\$10,060,167	\$1,169,336
Fruits and Vegetables		\$17,580,760	\$19,898,989	\$2,318,229
Snacks and Other Food at Home (10)		\$33,183,096	\$37,550,737	\$4,367,641
Food Away from Home		\$48,590,851	\$54,990,105	\$6,399,254
Alcoholic Beverages		\$8,893,755	\$10,065,961	\$1,172,206

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

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$512,898,884	\$580,932,706	\$68,033,822
Value of Retirement Plans	\$1,947,501,851	\$2,205,239,959	\$257,738,108
Value of Other Financial Assets	\$112,472,668	\$127,277,486	\$14,804,818
Vehicle Loan Amount excluding Interest	\$50,876,740	\$57,569,830	\$6,693,090
Value of Credit Card Debt	\$43,012,346	\$48,684,709	\$5,672,363
Health			
Nonprescription Drugs	\$2,528,381	\$2,860,896	\$332,515
Prescription Drugs	\$5,704,539	\$6,453,211	\$748,672
Eyeglasses and Contact Lenses	\$1,619,864	\$1,832,210	\$212,346
Home			
Mortgage Payment and Basics (11)	\$170,827,706	\$193,451,761	\$22,624,055
Maintenance and Remodeling Services	\$51,658,362	\$58,483,962	\$6,825,600
Maintenance and Remodeling Materials (12)	\$11,707,983	\$13,246,801	\$1,538,818
Utilities, Fuel, and Public Services	\$80,555,640	\$91,150,171	\$10,594,531
Household Furnishings and Equipment			
Household Textiles (13)	\$1,597,710	\$1,808,261	\$210,551
Furniture	\$11,244,548	\$12,723,663	\$1,479,115
Rugs	\$563,145	\$637,280	\$74,135
Major Appliances (14)	\$7,294,473	\$8,255,043	\$960,570
Housewares (15)	\$1,433,043	\$1,621,912	\$188,869
Small Appliances	\$951,143	\$1,075,984	\$124,841
Luggage	\$180,597	\$204,439	\$23,842
Telephones and Accessories	\$1,385,005	\$1,567,389	\$182,384
Household Operations			
Child Care	\$6,587,546	\$7,458,301	\$870,755
Lawn and Garden (16)	\$9,947,448	\$11,251,208	\$1,303,760
Moving/Storage/Freight Express	\$1,122,367	\$1,270,250	\$147,883
Housekeeping Supplies (17)	\$12,832,845	\$14,522,464	\$1,689,619
Insurance			
Owners and Renters Insurance	\$11,488,300	\$13,001,842	\$1,513,542
Vehicle Insurance	\$29,240,897	\$33,087,969	\$3,847,072
Life/Other Insurance	\$9,723,083	\$11,006,269	\$1,283,186
Health Insurance	\$71,115,578	\$80,476,020	\$9,360,442
Personal Care Products (18)	\$7,271,800	\$8,230,140	\$958,340
School Books and Supplies (19)	\$1,780,244	\$2,013,816	\$233,572
Smoking Products	\$6,500,060	\$7,349,385	\$849,325
Transportation			
Payments on Vehicles excluding Leases	\$42,910,119	\$48,548,583	\$5,638,464
Gasoline and Motor Oil	\$35,005,403	\$39,596,315	\$4,590,912
Vehicle Maintenance and Repairs	\$18,288,658	\$20,689,625	\$2,400,967
Travel			
Airline Fares	\$5,849,103	\$6,620,589	\$771,486
Lodging on Trips	\$9,681,689	\$10,958,528	\$1,276,839
Auto/Truck Rental on Trips	\$1,035,425	\$1,172,235	\$136,810
Food and Drink on Trips	\$7,517,172	\$8,506,362	\$989,190

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Retail Demand Outlook

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

- (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.
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- (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.
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- (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.
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- (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.
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Tapestry Segmentation Area Profile

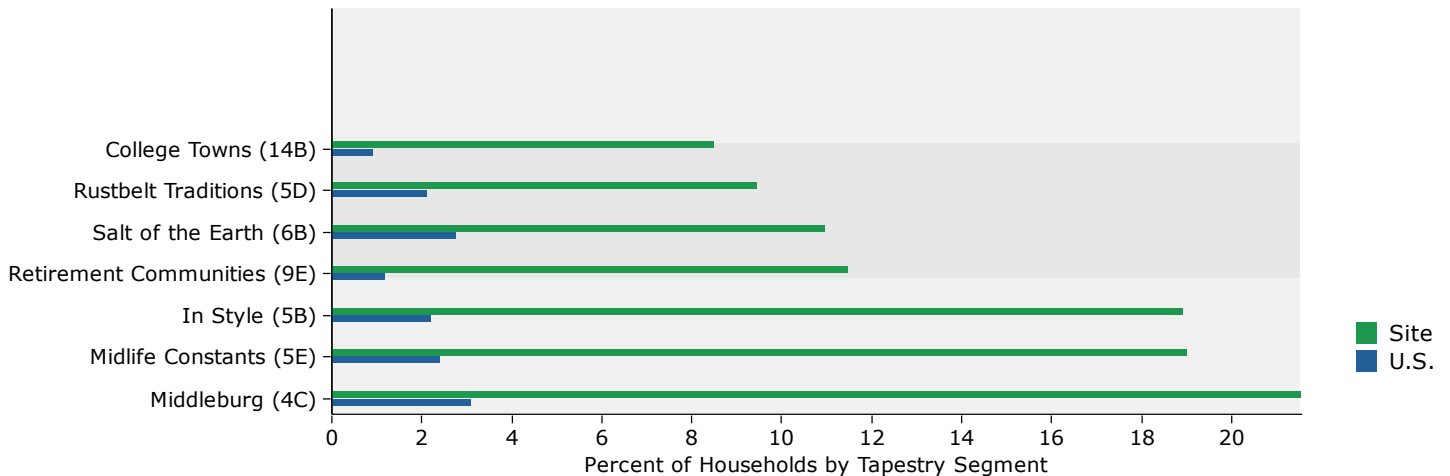
Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	21.6%	21.6%	3.1%	3.1%	698
2	Midlife Constants (5E)	19.0%	40.6%	2.4%	5.5%	789
3	In Style (5B)	18.9%	59.6%	2.2%	7.7%	848
4	Retirement Communities (9E)	11.5%	71.0%	1.2%	8.9%	967
5	Salt of the Earth (6B)	11.0%	82.0%	2.8%	11.7%	395
Subtotal		82.0%		11.7%		
6	Rustbelt Traditions (5D)	9.5%	91.5%	2.1%	13.8%	443
7	College Towns (14B)	8.5%	100.0%	0.9%	14.8%	910
Subtotal		18.0%		3.0%		
Total		100.0%		14.8%		677

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

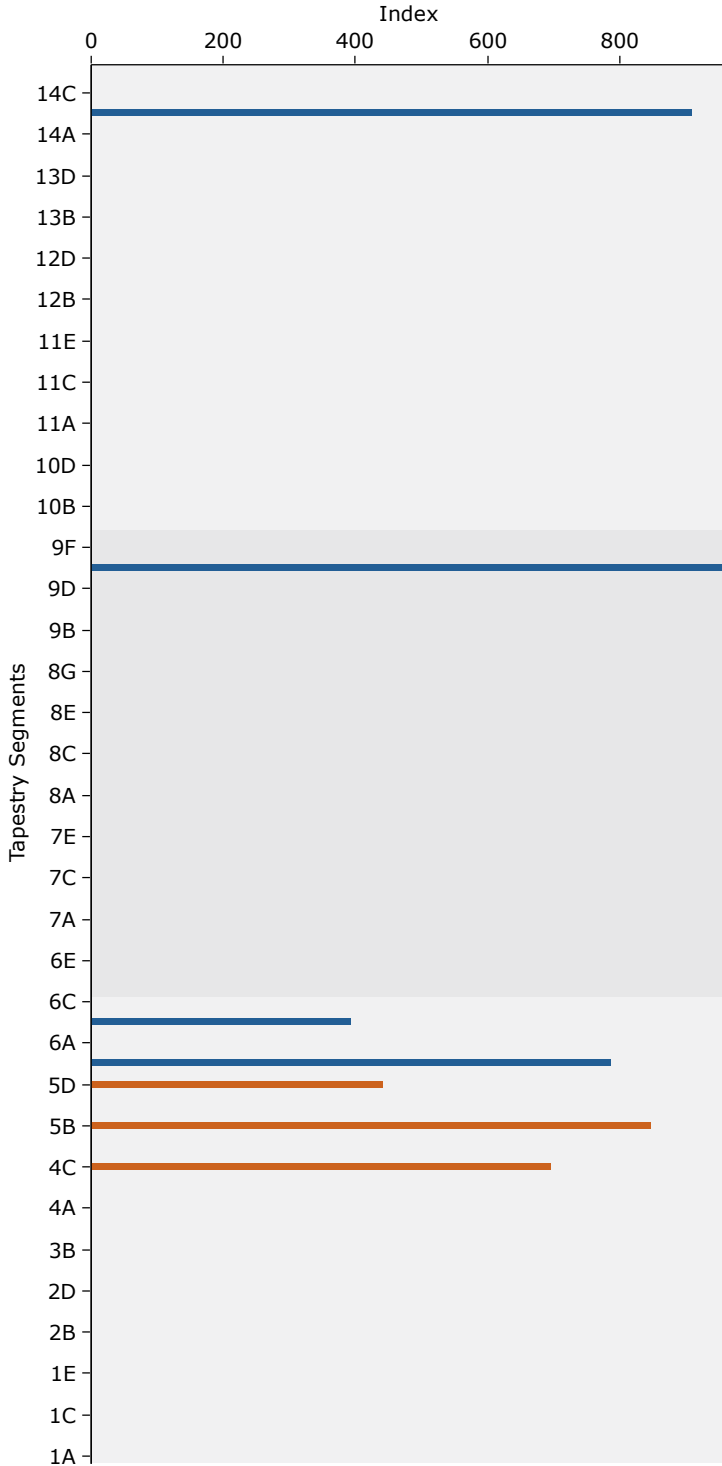


Tapestry Segmentation Area Profile

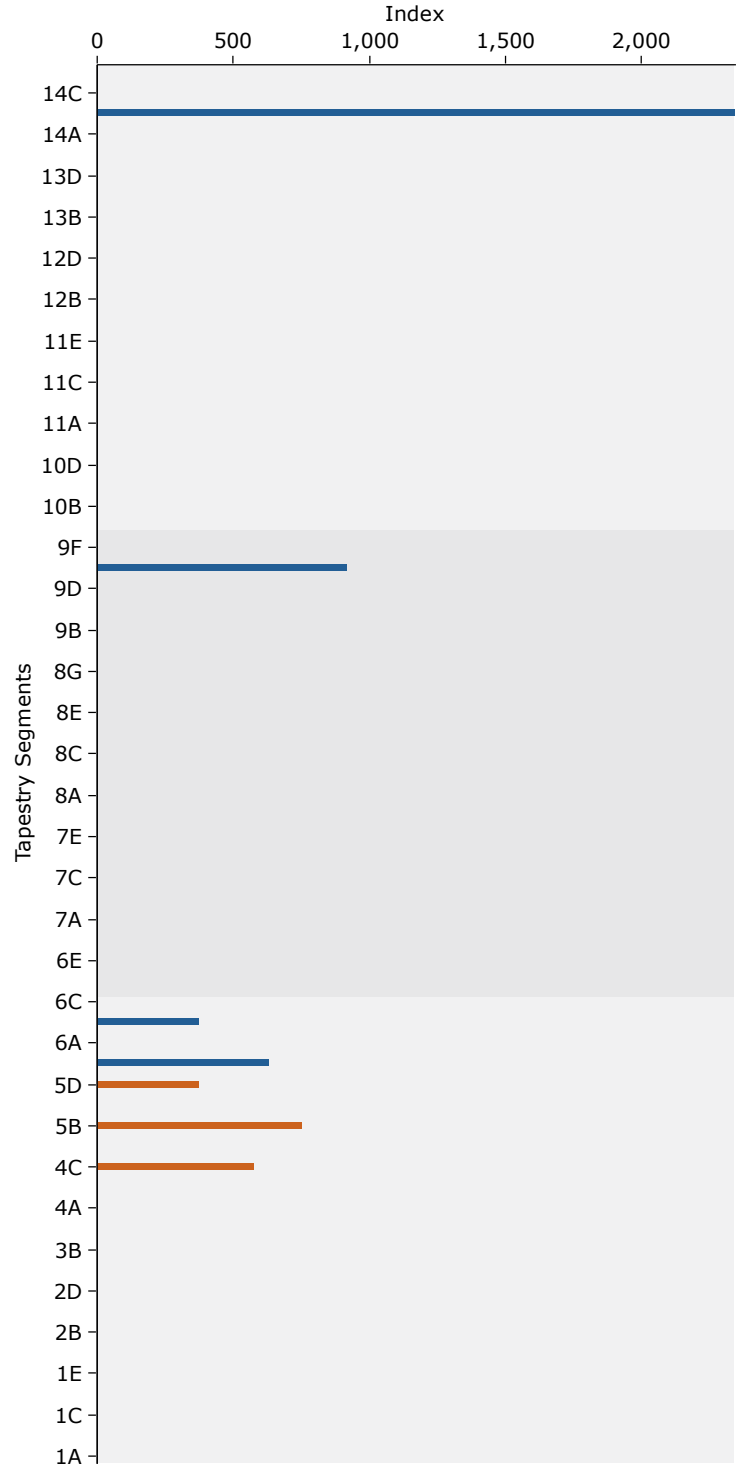
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	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	642	21.6%	275	1,197	17.9%	218
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	642	21.6%	698	1,197	17.9%	577
5. GenXurban	1,413	47.5%	425	2,567	38.4%	355
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	564	18.9%	848	1,071	16.0%	759
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	9.5%	443	510	7.6%	378
Midlife Constants (5E)	567	19.0%	789	986	14.8%	634
6. Cozy Country Living	327	11.0%	93	699	10.5%	90
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	327	11.0%	395	699	10.5%	376
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

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	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	342	11.5%	199	651	9.7%	188
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)	342	11.5%	967	651	9.7%	924
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	253	8.5%	541	1,569	23.5%	1,046
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	8.5%	910	1,569	23.5%	2,347
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	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	282	9.5%	57	510	7.6%	44
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	9.5%	443	510	7.6%	378
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	1,159	38.9%	216	3,291	49.2%	294
In Style (5B)	564	18.9%	848	1,071	16.0%	759
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)	342	11.5%	967	651	9.7%	924
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)	253	8.5%	910	1,569	23.5%	2,347
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
4. Suburban Periphery	567	19.0%	59	986	14.8%	44
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)	567	19.0%	789	986	14.8%	634
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	642	21.6%	230	1,197	17.9%	197
Middleburg (4C)	642	21.6%	698	1,197	17.9%	577
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	327	11.0%	67	699	10.5%	64
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	327	11.0%	395	699	10.5%	376
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

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



Tapestry Segmentation Area Profile

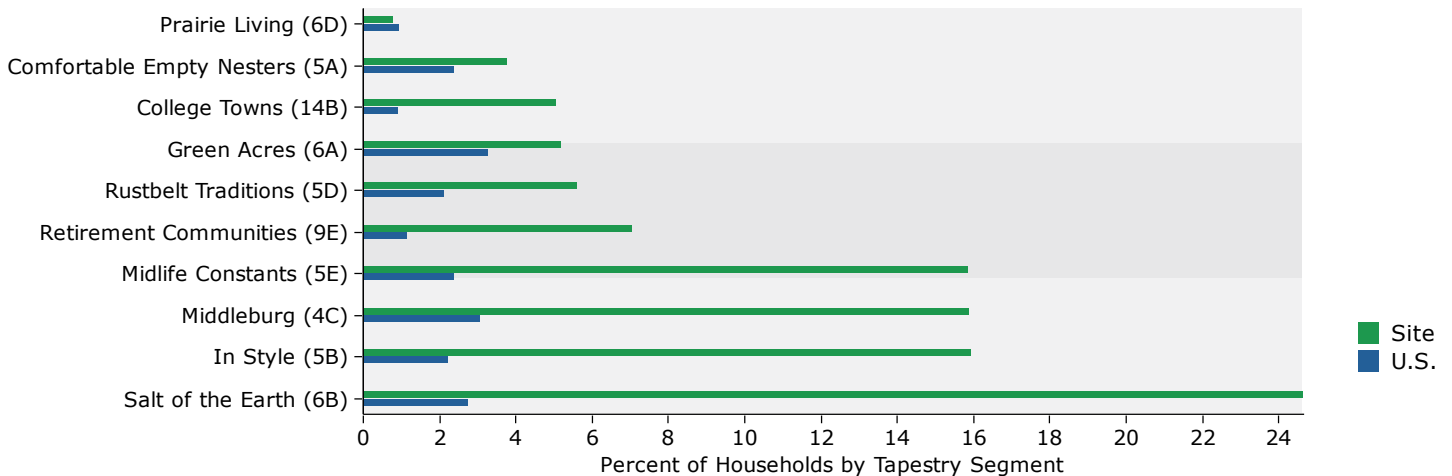
Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	24.7%	24.7%	2.8%	2.8%	886
2	In Style (5B)	16.0%	40.6%	2.2%	5.0%	715
3	Middleburg (4C)	15.9%	56.5%	3.1%	8.1%	515
4	Midlife Constants (5E)	15.9%	72.4%	2.4%	10.5%	658
5	Retirement Communities (9E)	7.1%	79.5%	1.2%	11.7%	595
Subtotal		79.6%		11.7%		
6	Rustbelt Traditions (5D)	5.6%	85.1%	2.1%	13.8%	264
7	Green Acres (6A)	5.2%	90.3%	3.3%	17.1%	159
8	College Towns (14B)	5.1%	95.4%	0.9%	18.1%	542
9	Comfortable Empty Nesters (5A)	3.8%	99.2%	2.4%	20.5%	157
10	Prairie Living (6D)	0.8%	100.0%	1.0%	21.5%	82
Subtotal		20.5%		9.7%		
Total		100.0%		21.5%		466

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

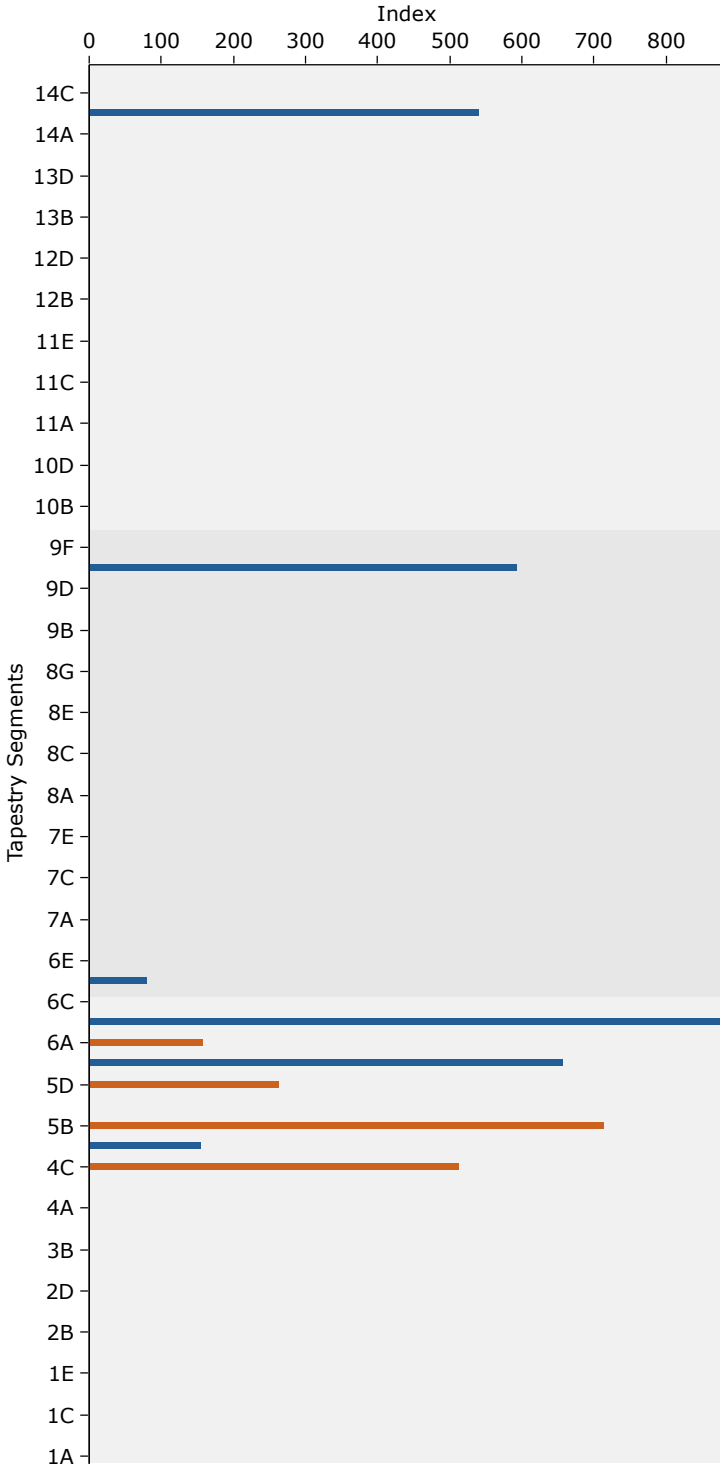


Tapestry Segmentation Area Profile

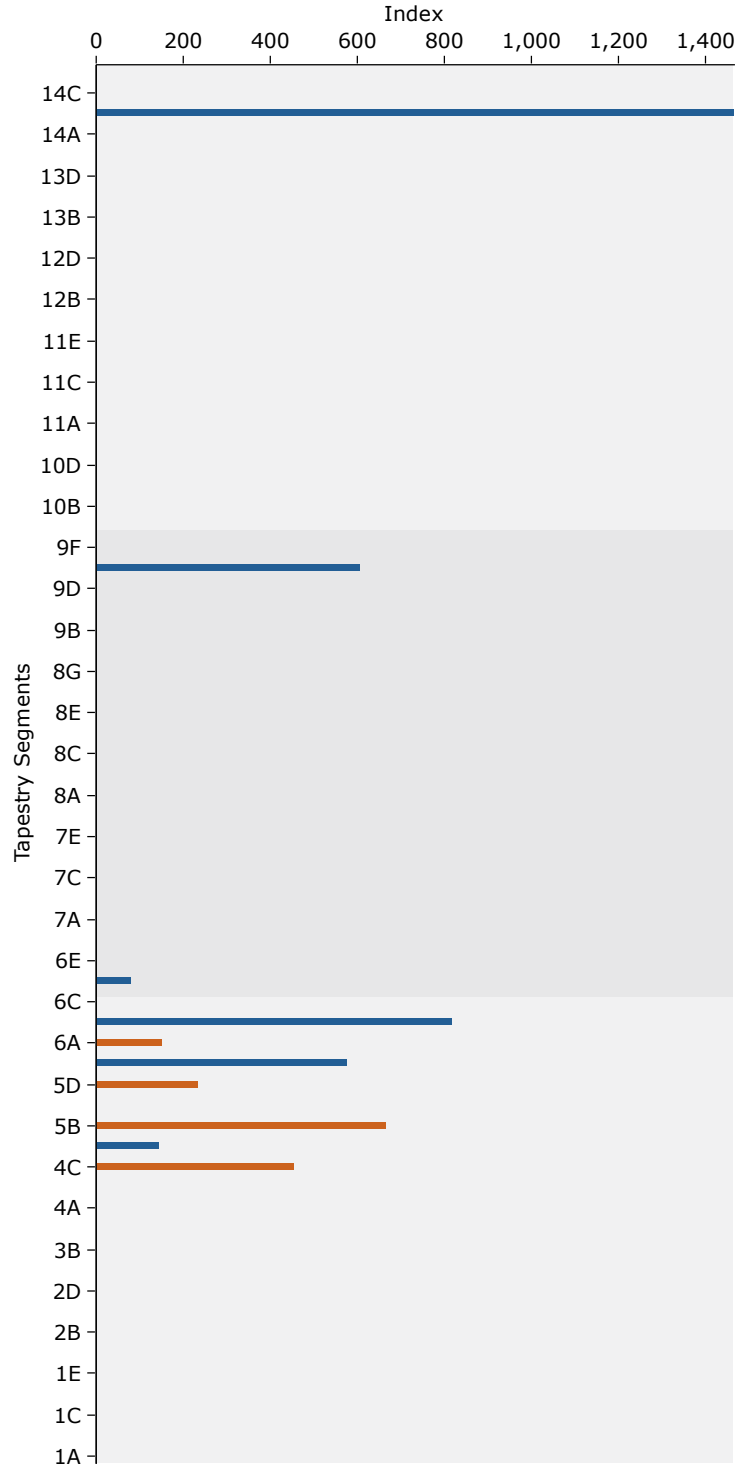
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 10 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	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	795	15.9%	203	1,517	14.2%	173
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	795	15.9%	515	1,517	14.2%	457
5. GenXurban	2,063	41.3%	370	3,843	35.9%	332
Comfortable Empty Nesters (5A)	190	3.8%	157	387	3.6%	148
In Style (5B)	798	16.0%	715	1,505	14.1%	667
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	5.6%	264	510	4.8%	236
Midlife Constants (5E)	793	15.9%	658	1,441	13.5%	579
6. Cozy Country Living	1,532	30.7%	260	3,076	28.8%	247
Green Acres (6A)	260	5.2%	159	553	5.2%	152
Salt of the Earth (6B)	1,232	24.7%	886	2,440	22.8%	819
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	40	0.8%	82	83	0.8%	81
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

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	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	353	7.1%	122	686	6.4%	124
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)	353	7.1%	595	686	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	253	5.1%	323	1,569	14.7%	654
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	5.1%	542	1,569	14.7%	1,467
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	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	282	5.6%	34	510	4.8%	28
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	5.6%	264	510	4.8%	236
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	1,404	28.1%	156	3,760	35.2%	210
In Style (5B)	798	16.0%	715	1,505	14.1%	667
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)	353	7.1%	595	686	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)	253	5.1%	542	1,569	14.7%	1,467
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	100.0%	
4. Suburban Periphery	983	19.7%	61	1,828	17.1%	51
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)	190	3.8%	157	387	3.6%	148
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	793	15.9%	658	1,441	13.5%	579
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	795	15.9%	170	1,517	14.2%	156
Middleburg (4C)	795	15.9%	515	1,517	14.2%	457
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	1,532	30.7%	188	3,076	28.8%	176
Green Acres (6A)	260	5.2%	159	553	5.2%	152
Salt of the Earth (6B)	1,232	24.7%	886	2,440	22.8%	819
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	40	0.8%	82	83	0.8%	81
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



Tapestry Segmentation Area Profile

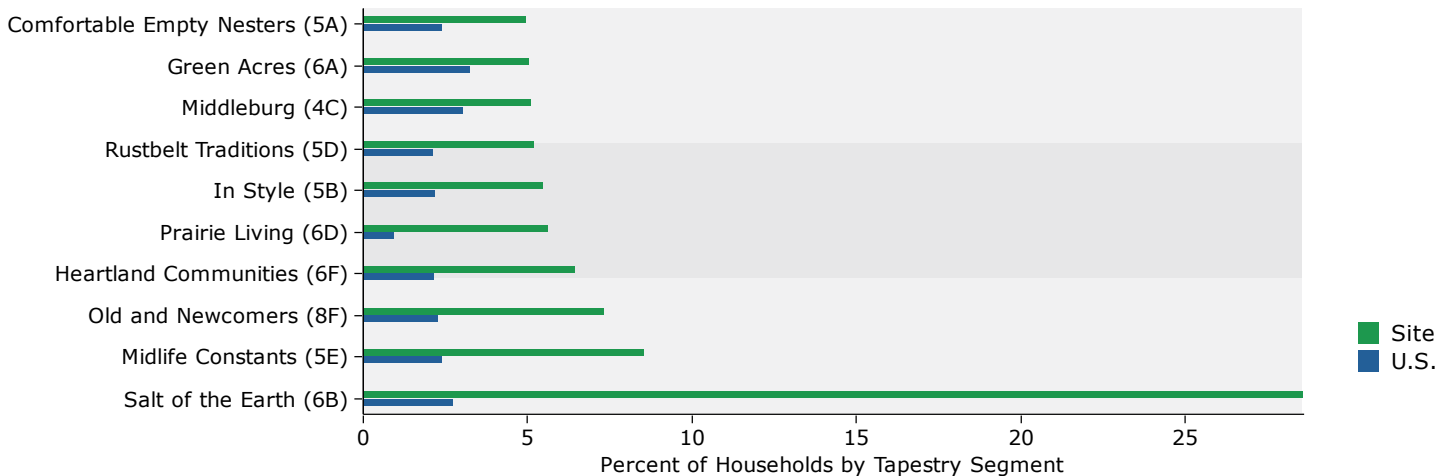
Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	28.6%	28.6%	2.8%	2.8%	1028
2	Midlife Constants (5E)	8.6%	37.2%	2.4%	5.2%	355
3	Old and Newcomers (8F)	7.4%	44.5%	2.3%	7.5%	322
4	Heartland Communities (6F)	6.5%	51.0%	2.2%	9.7%	294
5	Prairie Living (6D)	5.7%	56.7%	1.0%	10.7%	578
Subtotal		56.8%		10.7%		
6	In Style (5B)	5.5%	62.2%	2.2%	12.9%	246
7	Rustbelt Traditions (5D)	5.2%	67.4%	2.1%	15.0%	245
8	Middleburg (4C)	5.1%	72.5%	3.1%	18.1%	166
9	Green Acres (6A)	5.1%	77.6%	3.3%	21.4%	154
10	Comfortable Empty Nesters (5A)	5.0%	82.6%	2.4%	23.8%	206
Subtotal		25.9%		13.1%		
11	Emerald City (8B)	3.8%	86.3%	1.4%	25.2%	264
12	College Towns (14B)	3.4%	89.8%	0.9%	26.2%	366
13	Dorms to Diplomas (14C)	3.0%	92.8%	0.5%	26.7%	618
14	Set to Impress (11D)	2.5%	95.2%	1.4%	28.0%	178
15	Retirement Communities (9E)	2.3%	97.5%	1.2%	29.2%	192
Subtotal		15.0%		5.4%		
16	Savvy Suburbanites (1D)	1.9%	99.4%	3.0%	32.2%	65
17	Traditional Living (12B)	0.6%	100.0%	1.9%	34.1%	31
Subtotal		2.5%		4.9%		
Total		100.0%		34.1%		294

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

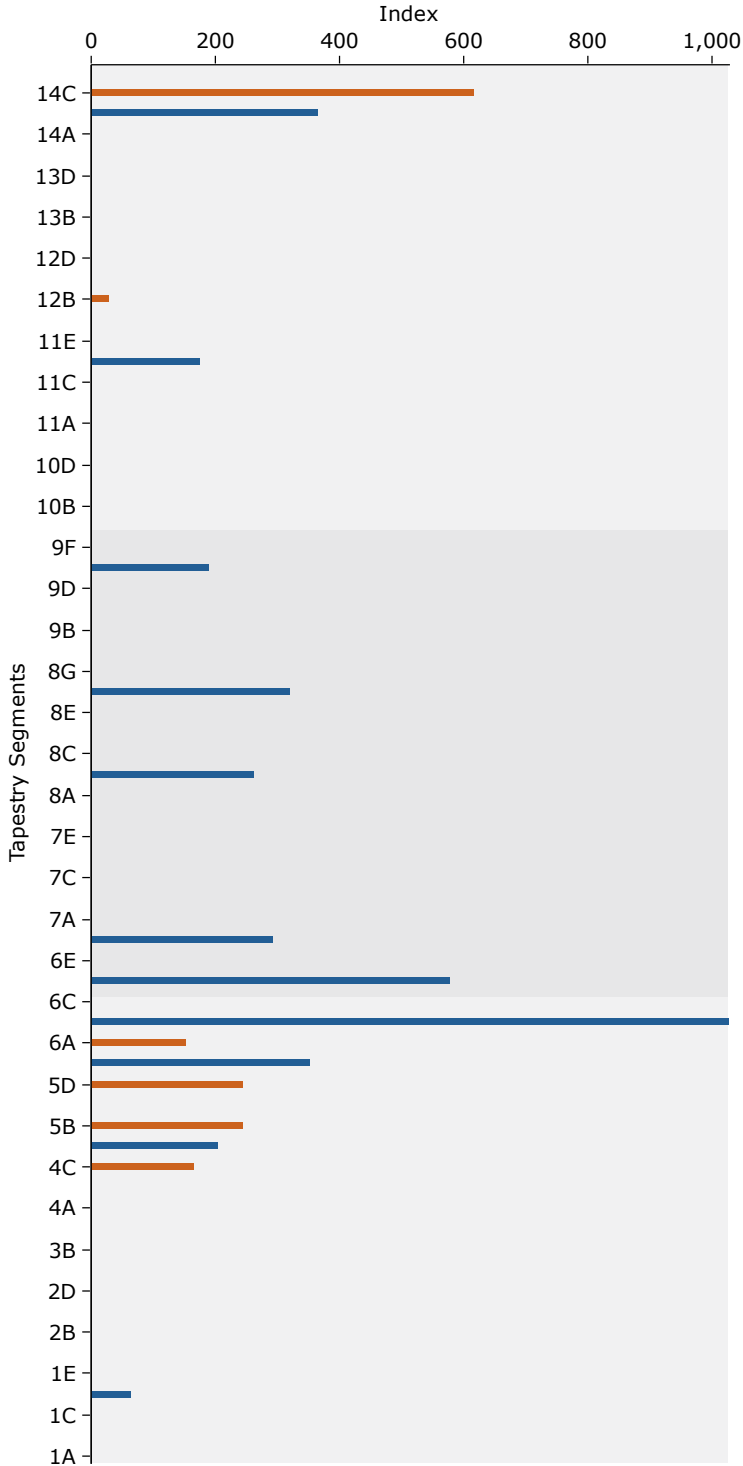


Tapestry Segmentation Area Profile

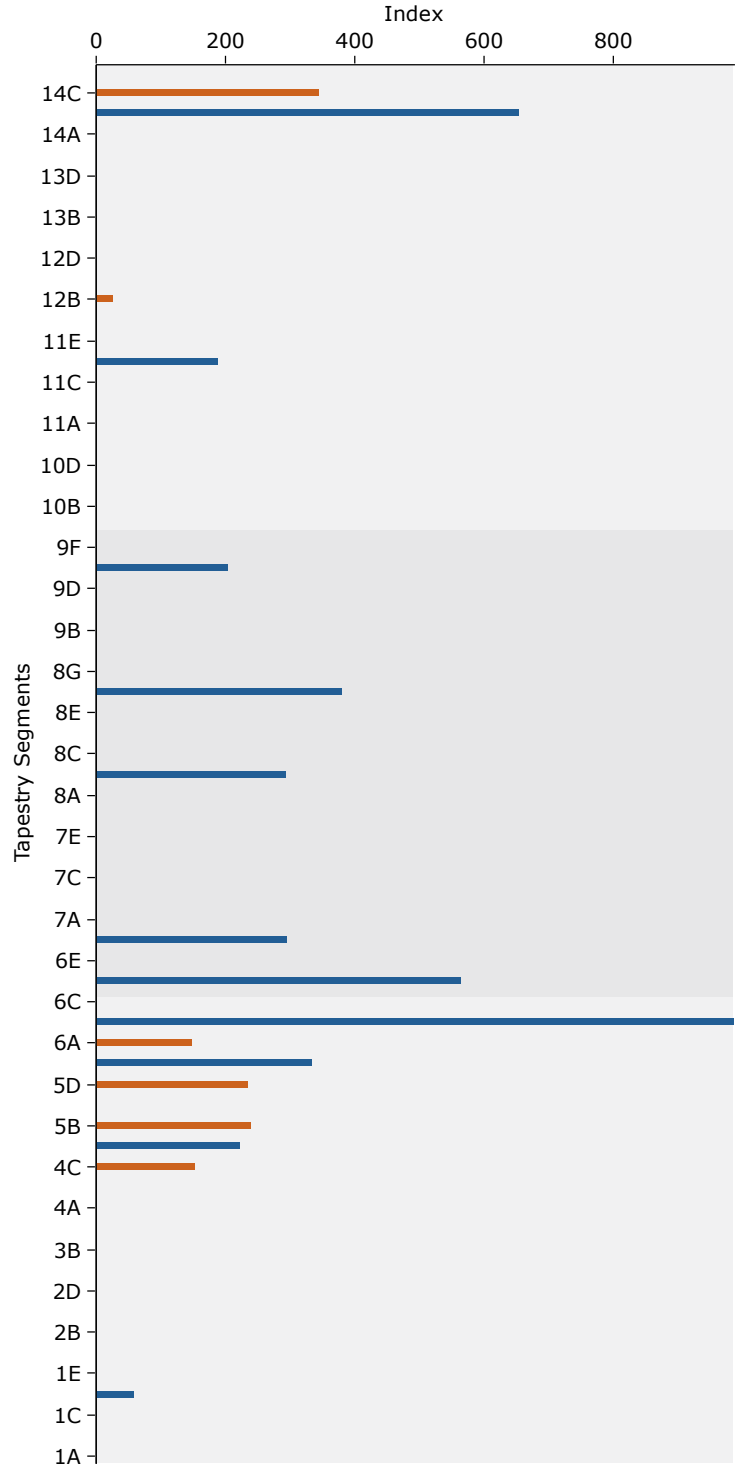
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
1. Affluent Estates	297	1.9%	19	609	1.9%	18
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)	297	1.9%	65	609	1.9%	60
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	795	5.1%	65	1,517	4.8%	59
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	795	5.1%	166	1,517	4.8%	155
5. GenXurban	3,760	24.3%	218	7,296	23.1%	213
Comfortable Empty Nesters (5A)	771	5.0%	206	1,722	5.4%	223
In Style (5B)	851	5.5%	246	1,608	5.1%	241
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	811	5.2%	245	1,502	4.7%	235
Midlife Constants (5E)	1,327	8.6%	355	2,464	7.8%	335
6. Cozy Country Living	7,094	45.8%	389	13,949	44.1%	378
Green Acres (6A)	784	5.1%	154	1,610	5.1%	150
Salt of the Earth (6B)	4,433	28.6%	1,028	8,689	27.5%	987
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	565
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,001	6.5%	294	1,933	6.1%	296
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



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
8. Middle Ground	1,722	11.1%	102	3,561	11.3%	111
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	583	3.8%	264	1,153	3.6%	295
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)	1,139	7.4%	322	2,408	7.6%	381
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	353	2.3%	39	686	2.2%	42
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)	353	2.3%	192	686	2.2%	206
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	381	2.5%	39	694	2.2%	40
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)	381	2.5%	178	694	2.2%	189
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	90	0.6%	10	153	0.5%	9
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	90	0.6%	31	153	0.5%	28
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	996	6.4%	410	3,157	10.0%	445
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	530	3.4%	366	2,073	6.6%	655
Dorms to Diplomas (14C)	466	3.0%	618	1,084	3.4%	346
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Downtown Waverly
 100-152 1st St NE, Waverly, Iowa, 50677
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.72591
 Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	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	811	5.2%	31	1,502	4.7%	27
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	811	5.2%	245	1,502	4.7%	235
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	4,393	28.4%	157	9,859	31.2%	186
In Style (5B)	851	5.5%	246	1,608	5.1%	241
Emerald City (8B)	583	3.8%	264	1,153	3.6%	295
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,139	7.4%	322	2,408	7.6%	381
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	353	2.3%	192	686	2.2%	206
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)	381	2.5%	178	694	2.2%	189
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	90	0.6%	31	153	0.5%	28
College Towns (14B)	530	3.4%	366	2,073	6.6%	655
Dorms to Diplomas (14C)	466	3.0%	618	1,084	3.4%	346

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	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
4. Suburban Periphery	2,395	15.5%	48	4,795	15.2%	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)	297	1.9%	65	609	1.9%	60
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)	771	5.0%	206	1,722	5.4%	223
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,327	8.6%	355	2,464	7.8%	335
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	1,796	11.6%	124	3,450	10.9%	120
Middleburg (4C)	795	5.1%	166	1,517	4.8%	155
Heartland Communities (6F)	1,001	6.5%	294	1,933	6.1%	296
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	6,093	39.3%	241	12,016	38.0%	232
Green Acres (6A)	784	5.1%	154	1,610	5.1%	150
Salt of the Earth (6B)	4,433	28.6%	1,028	8,689	27.5%	987
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	565
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

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

Summary

During this time period, **36.3%** of visitors spent at least one night in the destination, and **63.7%** took day-trips. The average time spent in the destination was **0.7** nights.

Average Nights in Destination

0.7

↓ 36.5% vs Previous Year

Share of Day-Trips

63.7%

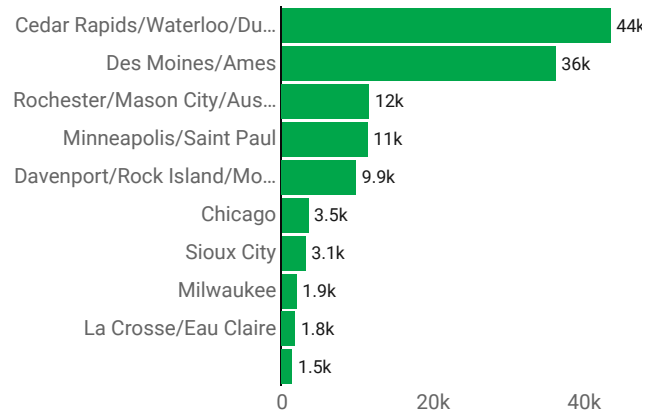
↑ 9.2% vs Previous Year

Share of Overnights

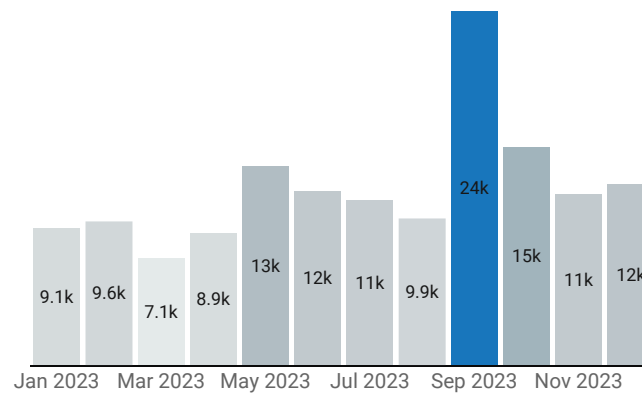
36.3%

↓ 9.2% vs Previous Year

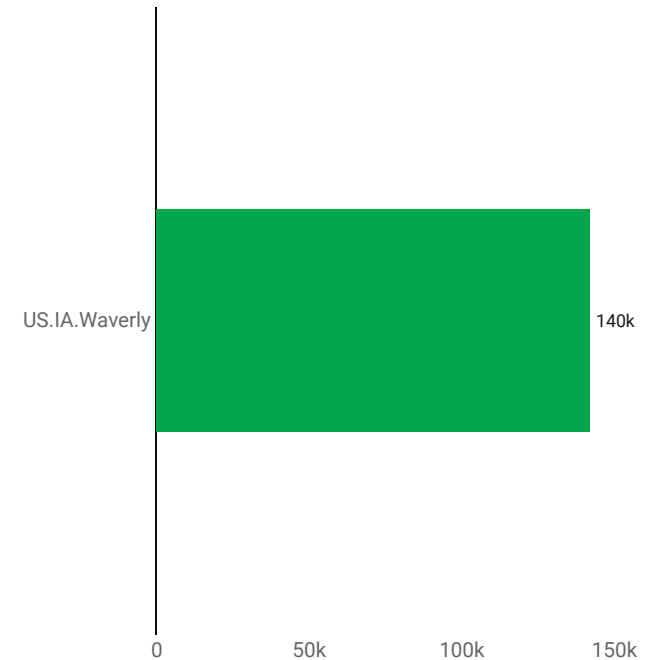
Top Origin DMAs



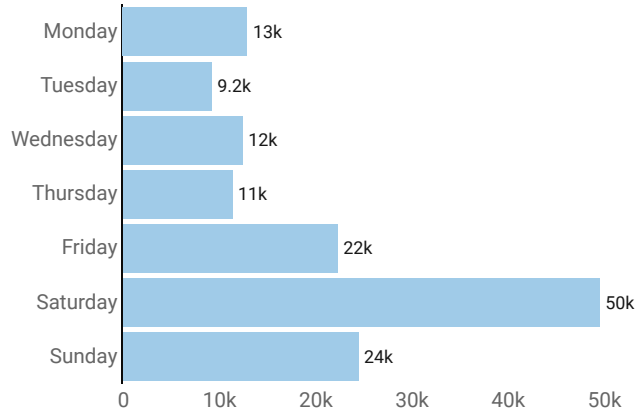
Trips by Month



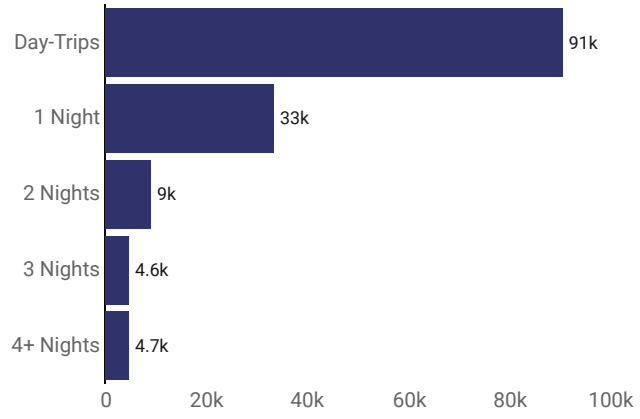
Top Destinations



Trips by Day of Week



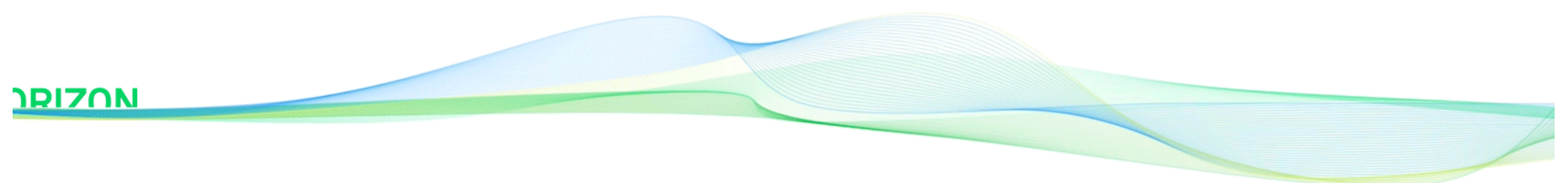
Trips by Length of Stay



Charts and graphs are dynamic.

A selection in one module will update metrics in the other modules.

ORIZON





What's in My Community?

Places that make your life richer and community better

Downtown Waverly
5 minutes





What's in My Community?

Places that make your life richer and community better

Downtown Waverly
10 minutes





What's in My Community?

Places that make your life richer and community better

Downtown Waverly
20 minutes

