

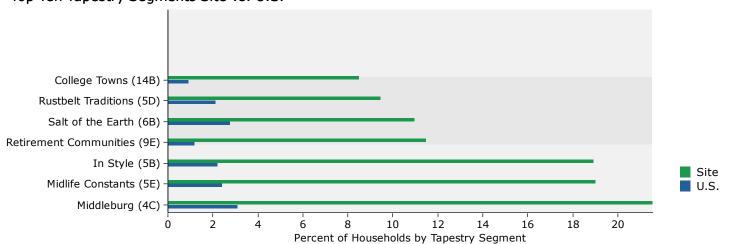
Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677 Drive time: 5 minute radius Prepared by Esri Latitude: 42.72591 Longitude: -92.46945

#### **Top Twenty Tapestry Segments**

		2023	Households	2023 U.S.	Households	
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
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%		



#### 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

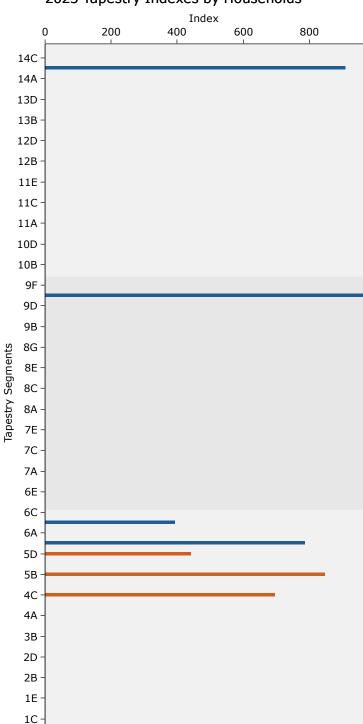


Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677 Drive time: 5 minute radius

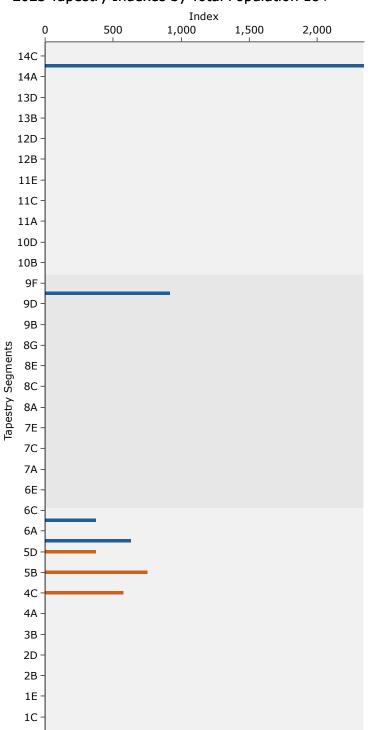
Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

#### 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.

1A -

Source: Esri

1A -



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry LifeMode Groups	2023	3 Households		2023 Ad	lult 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. Unacala Avanua	•	0.0%	•	•	0.0%	^
2. Upscale Avenues	0	0.0%	0	<b>0</b>	0.0%	0
Urban Chic (2A)	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
rindicibally (10)	012	21.0 /0	030	1,137	17.570	377
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%	
Southwestern Families (7F)			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

©2024 Esri Page 3 of 18



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry LifeMode Groups	202	3 Households		2023 A	dult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
O Middle Creamid	0	0.00/	0	0	0.00/	
8. Middle Ground	0	0.0%	0	0	0.0%	C
City Lights (8A)	0	0.0%	0	0	0.0%	(
Emerald City (8B)	0	0.0%	0	0	0.0%	(
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	(
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	(
Front Porches (8E)	0	0.0%	0	0	0.0%	(
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	(
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	C
9. Senior Styles	342	11.5%	199	651	9.7%	188
Silver & Gold (9A)	0	0.0%	0	0	0.0%	100
Golden Years (9B)	0	0.0%	0	0	0.0%	C
The Elders (9C)	0	0.0%	0	0	0.0%	(
Senior Escapes (9D)	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%	924
Social Security Set (91)	U	0.0 70	U	0	0.0 /0	
10. Rustic Outposts	0	0.0%	0	0	0.0%	(
Southern Satellites (10A)	0	0.0%	0	0	0.0%	(
Rooted Rural (10B)	0	0.0%	0	0	0.0%	(
Economic BedRock (10C)	0	0.0%	0	0	0.0%	(
Down the Road (10D)	0	0.0%	0	0	0.0%	(
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	(
44 Million (Charles		2.22/			0.00/	
11. Midtown Singles	0	0.0%	0	0	0.0%	(
City Strivers (11A)	0	0.0%	0	0	0.0%	(
Young and Restless (11B)	0	0.0%	0	0	0.0%	(
Metro Fusion (11C)	0	0.0%	0	0	0.0%	(
Set to Impress (11D)	0	0.0%	0	0	0.0%	(
City Commons (11E)	0	0.0%	0	0	0.0%	(
12. Hometown	0	0.0%	0	0	0.0%	(
Family Foundations (12A)	0	0.0%	0	0	0.0%	(
Traditional Living (12B)	0	0.0%	0	0	0.0%	(
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	(
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	(
riodest Income flories (123)	, and the second	010 70	J	, and the second	0.0 70	`
13. Next Wave	0	0.0%	0	0	0.0%	(
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	(
Family Extensions (13B)	0	0.0%	0	0	0.0%	(
NeWest Residents (13C)	0	0.0%	0	0	0.0%	(
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	(
High Rise Renters (13E)	0	0.0%	0	0	0.0%	(
14. Scholars and Patriots	253	8.5%	541	1,569	23.5%	1,046
Military Proximity (14A)	<b>253</b>	0.0%	0	1,569 0	0.0%	1,046
College Towns (14B)	253	8.5%	910	1,569	23.5%	2,347
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	2,347
Domis to Diplomas (140)	U .	0.0 /0	U	U	0.070	
Unclassified (15)	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

©2024 Esri Page 4 of 18



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry Urbanization Groups	2023	Households		2023 A	dult 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%	
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	
Metro Renters (3B)	0	0.0%	0	0	0.0%	
Trendsetters (3C)	0	0.0%	0	0	0.0%	
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	
City Strivers (11A)	0	0.0%	0	0	0.0%	
NeWest Residents (13C)	0	0.0%	0	0	0.0%	
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	
High Rise Renters (13E)	0	0.0%	0	0	0.0%	
High Rise Refiters (13L)	U	0.070	U	U	0.0%	
2. Urban Periphery	282	9.5%	57	510	7.6%	4
Pacific Heights (2C)	0	0.0%	0	0	0.0%	
Rustbelt Traditions (5D)	282	9.5%	443	510	7.6%	37
Urban Villages (7B)	0	0.0%	0	0	0.0%	
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	
Southwestern Families (7F)	0	0.0%	0	0	0.0%	
City Lights (8A)	0	0.0%	0	0	0.0%	
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	
Metro Fusion (11C)	0	0.0%	0	0	0.0%	
Family Foundations (12A)	0	0.0%	0	0	0.0%	
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	
Family Extensions (13B)	0	0.0%	0	0	0.0%	
3. Metro Cities	1,159	38.9%	216	3,291	49.2%	29
In Style (5B)	564	18.9%	848	1,071	16.0%	75
Emerald City (8B)	0	0.0%	0	0	0.0%	
Front Porches (8E)	0	0.0%	0	0	0.0%	
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	
Retirement Communities (9E)	342	11.5%	967	651	9.7%	92
Social Security Set (9F)	0	0.0%	0	0	0.0%	
Young and Restless (11B)	0	0.0%	0	0	0.0%	
Set to Impress (11D)	0	0.0%	0	0	0.0%	
City Commons (11E)	0	0.0%	0	0	0.0%	
Traditional Living (12B)	0	0.0%	0	0	0.0%	
College Towns (14B)	253	8.5%	910	1,569	23.5%	2,34
Dorms to Diplomas (14C)	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

©2024 Esri Page 5 of 18



Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677

Latitude: 42.72591 Drive time: 5 minute radius Longitude: -92.46945

Total: 4. Suburban Periphery Top Tier (1A) Professional Pride (1B) Boomburbs (1C) Savvy Suburbanites (1D) Exurbanites (1E)	Number 2,977 <b>567</b> 0 0 0	Percent 100.0% 19.0% 0.0% 0.0%	<b>Index 59</b> 0	<b>Number</b> 6,683 <b>986</b>	Percent 100.0%	Index
4. Suburban Periphery Top Tier (1A) Professional Pride (1B) Boomburbs (1C) Savvy Suburbanites (1D)	567 0 0 0	19.0% 0.0% 0.0%		,		
Top Tier (1A) Professional Pride (1B) Boomburbs (1C) Savvy Suburbanites (1D)	0 0 0 0	0.0% 0.0%		986	14.00/	
Professional Pride (1B) Boomburbs (1C) Savvy Suburbanites (1D)	0 0 0	0.0%	0		14.8%	44
Boomburbs (1C) Savvy Suburbanites (1D)	0		•	0	0.0%	(
Savvy Suburbanites (1D)	0	0.00/	0	0	0.0%	(
		0.0%	0	0	0.0%	C
Exurbanites (1F)	_	0.0%	0	0	0.0%	(
Examplified (IL)	0	0.0%	0	0	0.0%	C
Urban Chic (2A)	0	0.0%	0	0	0.0%	C
Pleasantville (2B)	0	0.0%	0	0	0.0%	(
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	(
Workday Drive (4A)	0	0.0%	0	0	0.0%	(
Home Improvement (4B)	0	0.0%	0	0	0.0%	C
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	(
Parks and Rec (5C)	0	0.0%	0	0	0.0%	C
Midlife Constants (5E)	567	19.0%	789	986	14.8%	634
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	C
Silver & Gold (9A)	0	0.0%	0	0	0.0%	C
Golden Years (9B)	0	0.0%	0	0	0.0%	C
The Elders (9C)	0	0.0%	0	0	0.0%	C
Military Proximity (14A)	0	0.0%	0	0	0.0%	C
, , ,						
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%	C
Farm to Table (7E)	0	0.0%	0	0	0.0%	C
Senior Escapes (9D)	0	0.0%	0	0	0.0%	C
Down the Road (10D)	0	0.0%	0	0	0.0%	C
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	C
, , ,						
6. Rural	327	11.0%	67	699	10.5%	64
Green Acres (6A)	0	0.0%	0	0	0.0%	C
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%	(
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	(
Southern Satellites (10A)	0	0.0%	0	0	0.0%	(
Rooted Rural (10B)	0	0.0%	0	0	0.0%	(
Economic BedRock (10C)	0	0.0%	0	0	0.0%	(
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	(
Raidi Dypasses (TOL)	U	0.0 /0	U	U	0.0 /0	
Unclassified (15)	0	0.0%	0	0	0.0%	C

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

February 01, 2024

Prepared by Esri

©2024 Esri Page 6 of 18



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

Latitude: 42.72591 Longitude: -92.46945

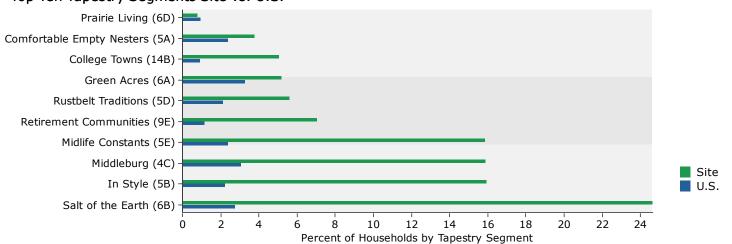
Prepared by Esri

#### **Top Twenty Tapestry Segments**

		2023 H	ouseholds	2023 U.S. H	ouseholds	
		Cumulative		C	Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
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%		



#### 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

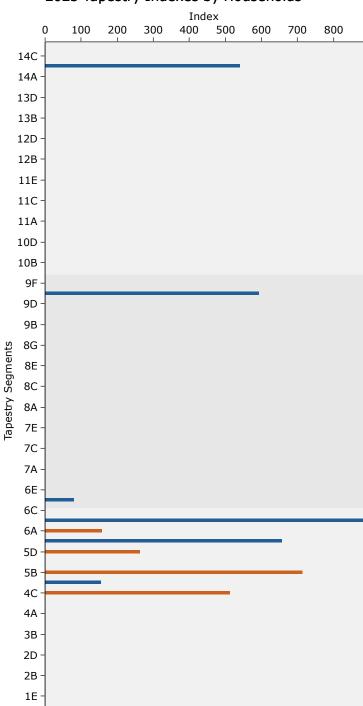


Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677 Drive time: 10 minute radius

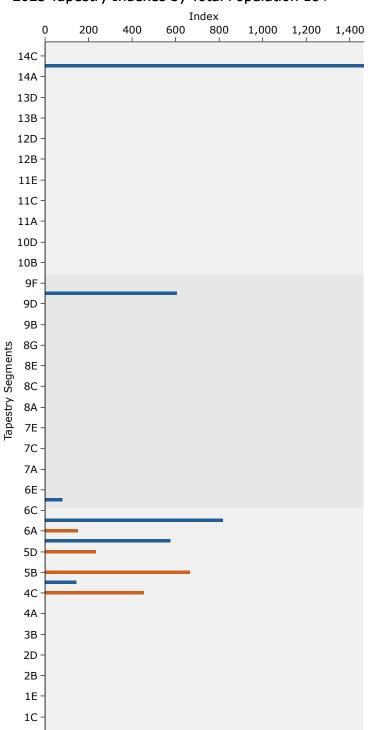
Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

#### 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.

1A -

Source: Esri

1C

1A



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	202	3 Households		2023 Ad	lult 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
		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
		44.50/				
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

©2024 Esri Page 9 of 18



Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677

Drive time: 10 minute radius

Prepared by Esri Latitude: 42.72591 Longitude: -92.46945

Number	Tapestry LifeMode Groups	
8. Middle Ground         0         0.0%         0         0.0%           City Lights (8A)         0         0.0%         0         0.0%           Emerald City (8B)         0         0.0%         0         0.0%           Bright Young Professionals (8C)         0         0.0%         0         0.0%           Downtown Melting Pot (8D)         0         0.0%         0         0.0%           Downtown Melting Pot (8D)         0         0.0%         0         0.0%           Old and Newcomers (8F)         0         0.0%         0         0.0%           Old and Newcomers (8F)         0         0.0%         0         0.0%           Hometown Heritage (8G)         0         0.0%         0         0.0%           Hometown Heritage (8G)         0         0.0%         0         0.0%           9. Senior Styles         353         7.1%         122         686         6.4%           Silver & Gold (9A)         0         0.0%         0         0.0%         0         0.0%           9. Senior Styles         353         7.1%         122         686         6.4%           Silver & Gold (9A)         0         0.0%         0         0.0% <td< th=""><th></th></td<>		
City Lights (8A)	al:	
City Lights (8A) 0 0 0.0% 0 0 0 0.0% Emerald City (8B) 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% 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% Sliver & 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% Senior Escapes (9D) 0 0.0% 0 0 0 0.0% Senior Escapes (9D) 0 0.0% 0 0 0 0.0% Senior Harding (9F) 353 7.1% 595 686 6.4% 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% Southern Satellites (10A) 0 0.0% 0 0 0 0.0% Southern Satellites (10A) 0 0.0% 0 0 0 0.0% Southern Satellites (10A) 0 0.0% 0 0 0 0.0% Southern Satellites (10A) 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% Rural Bypasses (10E) 0 0.0% 0 0 0 0.0% City Strivers (11A) 0 0.0% 0 0 0 0.0% Hetro Fusion (11C) 0 0.0% 0 0 0 0.0% Metro Fusion (11C) 0 0.0% 0 0 0.0% Metro Fusion (11C) 0 0.0% 0 0 0 0.0% Stet to Impress (11D) 0 0.0% 0 0 0 0.0% Stet to Impress (11D) 0 0.0% 0 0 0 0.0% Family Foundations (12A) 0 0.0% 0 0 0 0.0% Family Foundations (12A) 0 0.0% 0 0 0.0% Family Foundations (12A) 0 0.0% 0 0 0.0% Small Town Singles 0 0.0% 0 0 0.0%	Middle Ground	
Emerald City (8B)         0         0.0%         0         0         0.0%           Bright Young Professionals (8C)         0         0.0%         0         0         0.0%           Downtown Melting Pot (8B)         0         0.0%         0         0         0.0%           Front Porches (8E)         0         0.0%         0         0         0.0%           Old and Newcomers (8F)         0         0.0%         0         0         0.0%           Hometown Heritage (8G)         0         0.0%         0         0         0.0%           P. Senior Styles         353         7.1%         122         686         6.4%           Silver & Gold (9A)         0         0.0%         0         0         0.0%           Golden Years (9B)         0         0.0%         0         0         0.0%           Felders (9C)         0         0.0%         0         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0		
Bright Young Professionals (8C)         0         0.0%         0         0.0%           Downtown Melting Pot (8D)         0         0.0%         0         0.0%           Front Porches (8E)         0         0.0%         0         0.0%           Old and Newcomers (8F)         0         0.0%         0         0.0%           Hometown Heritage (8G)         0         0.0%         0         0.0%           9. Senior Styles         353         7.1%         122         686         6.4%           Silver & Gold (9A)         0         0.0%         0         0         0.0%           Golder Years (9B)         0         0.0%         0         0         0.0%           Golder Years (9B)         0         0.0%         0         0         0.0%           The Elders (9C)         0         0.0%         0         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Retiders (9C)         0         0.0%         0         0         0.0%           Retiders (9C)         0         0.0%         0         0         0.0%           Retiders (9C)         0         0.0%		
Downtown Melting Pot (8D)         0         0.0%         0         0.0%           Front Porches (8E)         0         0.0% <t< td=""><td>, , ,</td></t<>	, , ,	
Front Porches (8E) 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0%		
Old and Newcomers (8F)         0         0.0%         0         0         0.0%           Hometown Heritage (8G)         0         0.0%         0         0         0.0%           9. Senior Styles         353         7.1%         122         686         6.4%           Silver & Gold (9A)         0         0.0%         0         0         0.0%           Golden Years (9B)         0         0.0%         0         0         0.0%           The Elders (9C)         0         0.0%         0         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Senior Styles         353         7.1%         595         686         6.4%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Sective Escapes (9D)         0         0.0%         0         0         0.0%           Sective Escapes (9D)         0         0.0%         0         0         0.0%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0         0         0         0.0% <td></td>		
Hometown Heritage (8G)		
Silver & Gold (9A)         0         0.0%         0         0.0%           Golden Years (9B)         0         0.0%         0         0.0%           The Elders (9C)         0         0.0%         0         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%		
Silver & Gold (9A)         0         0.0%         0         0.0%           Golden Years (9B)         0         0.0%         0         0.0%           The Elders (9C)         0         0.0%         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0.0%           Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           City Strivers (11A)         0		
Golden Years (9B)         0         0.0%         0         0.0%           The Elders (9C)         0         0.0%         0         0         0.0%           Senior Escapes (9D)         0         0.0%         0         0         0.0%           Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Recommittee EdRock (10C)         0         0.0%         0         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%		
The Elders (9C) 0 0.0% 0 0.0% 0 0.0%   Senior Escapes (9D) 0 0.0% 0 0 0.0%   Retirement Communities (9E) 353 7.1% 595 686 6.4%   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%   Roted Rural (10B) 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%   Set to Impress (11D) 0 0.0% 0 0 0.0%   Taditional Living (12B) 0 0.0% 0 0 0.0%   Small Town Sincerity (12C) 0 0.0% 0 0 0.0%   Small Town Sincerity (12C) 0 0.0% 0 0 0 0.0%   Small Town Sincerity (12C) 0 0.0% 0 0 0 0.0%   Small Town Sincerity (12C) 0 0.0% 0 0 0 0.0%   Small Town Sincerity (12C) 0 0.0% 0 0 0.0% 0 0 0.0%		
Senior Escapes (9D)         0         0.0%         0         0.0%           Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           12. Hind Stripes (11A)         0         0.0%         0         0         0.0% <td></td>		
Retirement Communities (9E)         353         7.1%         595         686         6.4%           Social Security Set (9F)         0         0.0%         0         0         0.0%           10. Rustic Outposts         0         0.0%         0         0         0.0%           Southern Satellites (10A)         0         0.0%         0         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Wetro Fusion (11C)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0	Elders (9C)	
Social Security Set (9F)	nior Escapes (9D)	
10. Rustic Outposts   0	irement Communities (9E)	
Southern Satellites (10A)         0         0.0%         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0.0%           Down the Road (10D)         0         0.0%         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Young and Restless (11B)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           12. Hometown         0         0.0%         0         0         0.0%           Traditional Living (12B)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0	cial Security Set (9F)	
Southern Satellites (10A)         0         0.0%         0         0.0%           Rooted Rural (10B)         0         0.0%         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0.0%           Down the Road (10D)         0         0.0%         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Young and Restless (11B)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           12. Hometown         0         0.0%         0         0         0.0%           Traditional Living (12B)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0	Rustic Outposts	
Rooted Rural (10B)         0         0.0%         0         0.0%           Economic BedRock (10C)         0         0.0%         0         0.0%           Down the Road (10D)         0         0.0%         0         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Young and Restless (11B)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           12. Hometown         0         0.0%         0         0         0.0%           Family Foundations (12A)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0%         0         0         0.0%	-	
Economic BedRock (10C)         0         0.0%         0         0.0%           Down the Road (10D)         0         0.0%         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0         0.0%           11. Midtown Singles         0         0.0%         0         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Young and Restless (11B)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           Teamily Foundations (12A)         0         0.0%         0         0         0.0%           Traditional Living (12B)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0%         0         0         0.0%		
Down the Road (10D)         0         0.0%         0         0.0%           Rural Bypasses (10E)         0         0.0%         0         0.0%           11. Midtown Singles         0         0.0%         0         0.0%           City Strivers (11A)         0         0.0%         0         0         0.0%           Young and Restless (11B)         0         0.0%         0         0         0.0%           Metro Fusion (11C)         0         0.0%         0         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           Tamily Foundations (12A)         0         0.0%         0         0         0.0%           Traditional Living (12B)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0%         0         0         0.0%		
Rural Bypasses (10E)       0       0.0%       0       0.0%         11. Midtown Singles       0       0.0%       0       0.0%         City Strivers (11A)       0       0.0%       0       0       0.0%         Young and Restless (11B)       0       0.0%       0       0       0.0%         Metro Fusion (11C)       0       0.0%       0       0       0.0%         Set to Impress (11D)       0       0.0%       0       0       0.0%         City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%		
11. Midtown Singles       0       0.0%       0       0.0%         City Strivers (11A)       0       0.0%       0       0       0.0%         Young and Restless (11B)       0       0.0%       0       0       0.0%         Metro Fusion (11C)       0       0.0%       0       0       0.0%         Set to Impress (11D)       0       0.0%       0       0       0.0%         City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%		
City Strivers (11A)       0       0.0%       0       0.0%         Young and Restless (11B)       0       0.0%       0       0       0.0%         Metro Fusion (11C)       0       0.0%       0       0       0.0%         Set to Impress (11D)       0       0.0%       0       0       0.0%         City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	ai bypasses (TOL)	
Young and Restless (11B)       0       0.0%       0       0.0%         Metro Fusion (11C)       0       0.0%       0       0       0.0%         Set to Impress (11D)       0       0.0%       0       0       0.0%         City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	Midtown Singles	
Metro Fusion (11C)         0         0.0%         0         0.0%           Set to Impress (11D)         0         0.0%         0         0         0.0%           City Commons (11E)         0         0.0%         0         0         0.0%           12. Hometown         0         0.0%         0         0         0.0%           Family Foundations (12A)         0         0.0%         0         0         0.0%           Traditional Living (12B)         0         0.0%         0         0         0.0%           Small Town Sincerity (12C)         0         0.0%         0         0         0.0%	/ Strivers (11A)	
Set to Impress (11D)       0       0.0%       0       0.0%         City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	ng and Restless (11B)	
City Commons (11E)       0       0.0%       0       0       0.0%         12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	ro Fusion (11C)	
12. Hometown       0       0.0%       0       0       0.0%         Family Foundations (12A)       0       0.0%       0       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	to Impress (11D)	
Family Foundations (12A)       0       0.0%       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	/ Commons (11E)	
Family Foundations (12A)       0       0.0%       0       0.0%         Traditional Living (12B)       0       0.0%       0       0       0.0%         Small Town Sincerity (12C)       0       0.0%       0       0       0.0%	Hometown	
Traditional Living (12B)         0         0.0%         0         0.0%           Small Town Sincerity (12C)         0         0.0%         0         0         0.0%		
Small Town Sincerity (12C) 0 0.0% 0 0.0%	• • • • • • • • • • • • • • • • • • • •	
	=	
Flodest frictine florines (12D)	, , ,	
	iest meome nomes (12b)	
13. Next Wave 0 0.0% 0 0.0%	Next Wave	
Diverse Convergence (13A) 0 0.0% 0 0.0%	erse Convergence (13A)	
Family Extensions (13B) 0 0.0% 0 0.0%	nily Extensions (13B)	
NeWest Residents (13C) 0 0.0% 0 0.0%	West Residents (13C)	
Fresh Ambitions (13D) 0 0.0% 0 0.0%	sh Ambitions (13D)	
High Rise Renters (13E) 0 0.0% 0 0.0%	h Rise Renters (13E)	
14. Scholars and Patriots 253 5.1% 323 1,569 14.7%	Scholars and Datriote	
Military Proximity (14A) 0 0.0% 0 0.0%		
College Towns (14B) 253 5.1% 542 1,569 14.7%		
Dorms to Diplomas (14C) 0 0.0% 0 0.0%		
5 0.070 0 0.070	ms to Diplomas (14C)	
Unclassified (15) 0 0.0% 0 0.0%	classified (15)	

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



Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677

Latitude: 42.72591 Drive time: 10 minute radius Longitude: -92.46945

Tapestry Urbanization Groups	2023	3 Households		2023 A	dult 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%	(
Metro Renters (3B)	0	0.0%	0	0	0.0%	(
Trendsetters (3C)	0	0.0%	0	0	0.0%	C
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	C
City Strivers (11A)	0	0.0%	0	0	0.0%	(
NeWest Residents (13C)	0	0.0%	0	0	0.0%	C
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	C
High Rise Renters (13E)	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%	(
Rustbelt Traditions (5D)	282	5.6%	264	510	4.8%	236
Urban Villages (7B)	0	0.0%	0	0	0.0%	(
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	(
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	(
Southwestern Families (7F)	0	0.0%	0	0	0.0%	C
City Lights (8A)	0	0.0%	0	0	0.0%	C
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	C
Metro Fusion (11C)	0	0.0%	0	0	0.0%	C
Family Foundations (12A)	0	0.0%	0	0	0.0%	(
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	(
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	(
Family Extensions (13B)	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%	(
Front Porches (8E)	0	0.0%	0	0	0.0%	(
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	(
Hometown Heritage (8G)	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%	003
	0	0.0%	0	0	0.0%	
Young and Restless (11B)	0	0.0%	0	0	0.0%	(
Set to Impress (11D)	0	0.0%	0	0	0.0%	(
City Commons (11E)	0		0	0		
Traditional Living (12B)		0.0%			0.0%	1 467
College Towns (14B)	253	5.1%	542	1,569	14.7%	1,467 0
Dorms to Diplomas (14C)	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

Prepared by Esri

©2024 Esri Page 11 of 18



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry Urbanization Groups	2023	3 Households		2023 A	dult 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%	(
Professional Pride (1B)	0	0.0%	0	0	0.0%	(
Boomburbs (1C)	0	0.0%	0	0	0.0%	(
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	(
Exurbanites (1E)	0	0.0%	0	0	0.0%	(
Urban Chic (2A)	0	0.0%	0	0	0.0%	
Pleasantville (2B)	0	0.0%	0	0	0.0%	
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	
Workday Drive (4A)	0	0.0%	0	0	0.0%	(
Home Improvement (4B)	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%	(
Midlife Constants (5E)	793	15.9%	658	1,441	13.5%	579
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	(
Silver & Gold (9A)	0	0.0%	0	0	0.0%	
Golden Years (9B)	0	0.0%	0	0	0.0%	
The Elders (9C)	0	0.0%	0	0	0.0%	
Military Proximity (14A)	0	0.0%	0	0	0.0%	
5. Semirural	795	15.9%	170	1,517	14.2%	150
Middleburg (4C)	795	15.9%	515	1,517	14.2%	45
Heartland Communities (6F)	0	0.0%	0	0	0.0%	
Farm to Table (7E)	0	0.0%	0	0	0.0%	
Senior Escapes (9D)	0	0.0%	0	0	0.0%	
Down the Road (10D)	0	0.0%	0	0	0.0%	
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	
, , ,						
6. Rural	1,532	30.7%	188	3,076	28.8%	170
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%	
Prairie Living (6D)	40	0.8%	82	83	0.8%	8
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	
Southern Satellites (10A)	0	0.0%	0	0	0.0%	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	
Economic BedRock (10C)	0	0.0%	0	0	0.0%	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	
.ta.a. 5) passes (102)	U	0.0 /0	J	U	0.0 /0	
Unclassified (15)	0	0.0%	0	0	0.0%	
onciassineu (13)	U	0.070	U	U	0.070	

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

©2024 Esri Page 12 of 18



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

Latitude: 42.72591 Longitude: -92.46945

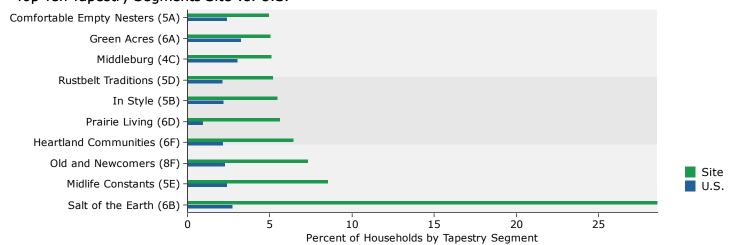
Prepared by Esri

#### **Top Twenty Tapestry Segments**

1       Salt of the Earth (6B)       28.6%       28.6%       2.8%       2.8%       1         2       Midlife Constants (5E)       8.6%       37.2%       2.4%       5.2%         3       Old and Newcomers (8F)       7.4%       44.5%       2.3%       7.5%         4       Heartland Communities (6F)       6.5%       51.0%       2.2%       9.7%         5       Prairie Living (6D)       5.7%       56.7%       1.0%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         9       Green Acres (6A)       5.0%       82.6%       2.4%       23.8%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%       1.4%       25.2%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       Colle				ouseholds	2023 U.S. H	ouseholds	
1       Salt of the Earth (6B)       28.6%       28.6%       2.8%       2.8%       1         2       Midlife Constants (5E)       8.6%       37.2%       2.4%       5.2%         3       Old and Newcomers (8F)       7.4%       44.5%       2.3%       7.5%         4       Heartland Communities (6F)       6.5%       51.0%       2.2%       9.7%         5       Prairie Living (6D)       5.7%       56.7%       1.0%       10.7%         5       Subtotal       56.8%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       3.8%       86.3%       1.4%       25.2%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4% <td< th=""><th></th><th></th><th>C</th><th>umulative</th><th>C</th><th>Cumulative</th><th></th></td<>			C	umulative	C	Cumulative	
2       Midlife Constants (5E)       8.6%       37.2%       2.4%       5.2%         3       Old and Newcomers (8F)       7.4%       44.5%       2.3%       7.5%         4       Heartland Communities (6F)       6.5%       51.0%       2.2%       9.7%         5       Prairie Living (6D)       5.7%       56.7%       1.0%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       9	Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
3       Old and Newcomers (8F)       7.4%       44.5%       2.3%       7.5%         4       Heartland Communities (6F)       6.5%       51.0%       2.2%       9.7%         5       Prairie Living (6D)       5.7%       56.7%       1.0%       10.7%         Subtotal       56.8%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%       1.4%       25.2%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%	1	Salt of the Earth (6B)	28.6%	28.6%	2.8%	2.8%	1028
4       Heartland Communities (6F)       6.5%       51.0%       2.2%       9.7%         5       Prairie Living (6D)       5.7%       56.7%       1.0%       10.7%         Subtotal       56.8%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%	2	Midlife Constants (5E)	8.6%	37.2%	2.4%	5.2%	35
5     Prairie Living (6D)     5.7%     56.7%     1.0%     10.7%       Subtotal     56.8%     10.7%       6     In Style (5B)     5.5%     62.2%     2.2%     12.9%       7     Rustbelt Traditions (5D)     5.2%     67.4%     2.1%     15.0%       8     Middleburg (4C)     5.1%     72.5%     3.1%     18.1%       9     Green Acres (6A)     5.1%     77.6%     3.3%     21.4%       10     Comfortable Empty Nesters (5A)     5.0%     82.6%     2.4%     23.8%       Subtotal     25.9%     13.1%       11     Emerald City (8B)     3.8%     86.3%     1.4%     25.2%       12     College Towns (14B)     3.4%     89.8%     0.9%     26.2%       13     Dorms to Diplomas (14C)     3.0%     92.8%     0.5%     26.7%       14     Set to Impress (11D)     2.5%     95.2%     1.4%     28.0%       15     Retirement Communities (9E)     2.3%     97.5%     1.2%     29.2%       Subtotal     15.0%     99.4%     3.0%     32.2%	3	Old and Newcomers (8F)	7.4%	44.5%	2.3%	7.5%	32
Subtotal       56.8%       10.7%         6       In Style (5B)       5.5%       62.2%       2.2%       12.9%         7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       99.4%       3.0%       32.2%	4	Heartland Communities (6F)	6.5%	51.0%	2.2%	9.7%	29
6 In Style (5B) 5.5% 62.2% 2.2% 12.9% 7 Rustbelt Traditions (5D) 5.2% 67.4% 2.1% 15.0% 15.0% 8 Middleburg (4C) 5.1% 72.5% 3.1% 18.1% 9 Green Acres (6A) 5.1% 77.6% 3.3% 21.4% 10 Comfortable Empty Nesters (5A) 5.0% 82.6% 2.4% 23.8% Subtotal 25.9% 13.1% 1	5	Prairie Living (6D)	5.7%	56.7%	1.0%	10.7%	57
7       Rustbelt Traditions (5D)       5.2%       67.4%       2.1%       15.0%         8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%		Subtotal	56.8%		10.7%		
8       Middleburg (4C)       5.1%       72.5%       3.1%       18.1%         9       Green Acres (6A)       5.1%       77.6%       3.3%       21.4%         10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%	6	In Style (5B)	5.5%	62.2%	2.2%	12.9%	24
9 Green Acres (6A) 5.1% 77.6% 3.3% 21.4% 10 Comfortable Empty Nesters (5A) 5.0% 82.6% 2.4% 23.8% Subtotal 25.9% 13.1%  11 Emerald City (8B) 3.8% 86.3% 1.4% 25.2% 12 College Towns (14B) 3.4% 89.8% 0.9% 26.2% 13 Dorms to Diplomas (14C) 3.0% 92.8% 0.5% 26.7% 14 Set to Impress (11D) 2.5% 95.2% 1.4% 28.0% 15 Retirement Communities (9E) 2.3% 97.5% 1.2% 29.2% Subtotal 15.0% 5.4%  16 Savvy Suburbanites (1D) 1.9% 99.4% 3.0% 32.2%	7	Rustbelt Traditions (5D)	5.2%	67.4%	2.1%	15.0%	24
10       Comfortable Empty Nesters (5A)       5.0%       82.6%       2.4%       23.8%         Subtotal       25.9%       13.1%         11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%	8	Middleburg (4C)	5.1%	72.5%	3.1%	18.1%	16
Subtotal     25.9%     13.1%       11     Emerald City (8B)     3.8%     86.3%     1.4%     25.2%       12     College Towns (14B)     3.4%     89.8%     0.9%     26.2%       13     Dorms to Diplomas (14C)     3.0%     92.8%     0.5%     26.7%       14     Set to Impress (11D)     2.5%     95.2%     1.4%     28.0%       15     Retirement Communities (9E)     2.3%     97.5%     1.2%     29.2%       Subtotal     15.0%     5.4%	9	Green Acres (6A)	5.1%	77.6%	3.3%	21.4%	15
11       Emerald City (8B)       3.8%       86.3%       1.4%       25.2%         12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%	10	Comfortable Empty Nesters (5A)	5.0%	82.6%	2.4%	23.8%	20
12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%		Subtotal	25.9%		13.1%		
12       College Towns (14B)       3.4%       89.8%       0.9%       26.2%         13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%							
13       Dorms to Diplomas (14C)       3.0%       92.8%       0.5%       26.7%         14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%	11	Emerald City (8B)	3.8%	86.3%	1.4%	25.2%	26
14       Set to Impress (11D)       2.5%       95.2%       1.4%       28.0%         15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%         16       Savvy Suburbanites (1D)       1.9%       99.4%       3.0%       32.2%	12	College Towns (14B)	3.4%	89.8%	0.9%	26.2%	36
15       Retirement Communities (9E)       2.3%       97.5%       1.2%       29.2%         Subtotal       15.0%       5.4%         16       Savvy Suburbanites (1D)       1.9%       99.4%       3.0%       32.2%	13	Dorms to Diplomas (14C)	3.0%	92.8%	0.5%	26.7%	61
Subtotal         15.0%         5.4%           16         Savvy Suburbanites (1D)         1.9%         99.4%         3.0%         32.2%	14	Set to Impress (11D)	2.5%	95.2%	1.4%	28.0%	17
<b>16</b> Savvy Suburbanites (1D) 1.9% 99.4% 3.0% 32.2%	15	Retirement Communities (9E)	2.3%	97.5%	1.2%	29.2%	19
		Subtotal	15.0%		5.4%		
<b>17</b> Traditional Living (12B) 0.6% 100.0% 1.9% 34.1%	16	Savvy Suburbanites (1D)	1.9%	99.4%	3.0%	32.2%	6
	17	Traditional Living (12B)	0.6%	100.0%	1.9%	34.1%	3



#### Top Ten Tapestry Segments Site vs. U.S.



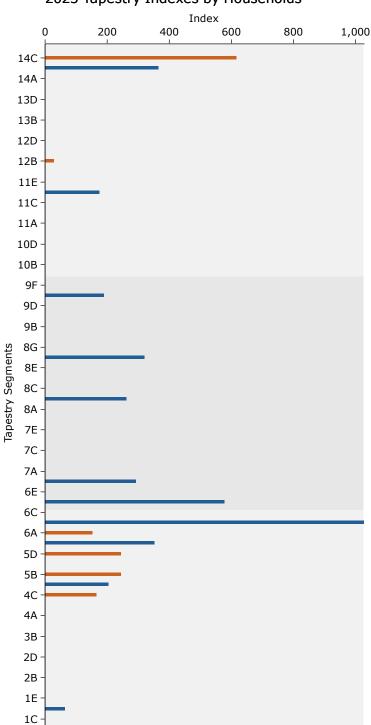
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

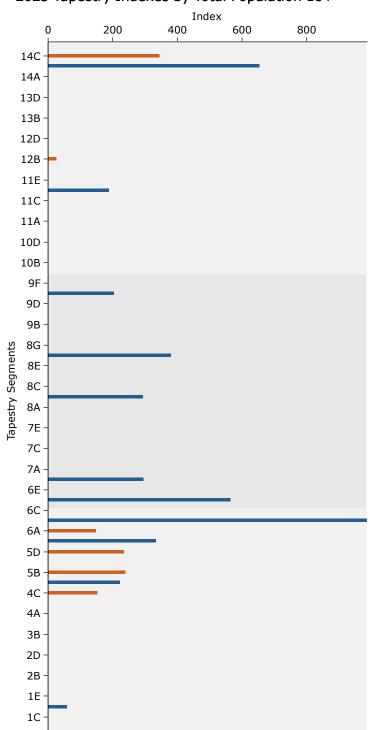


Downtown Waverly 100-152 1st St NE, Waverly, Iowa, 50677 Drive time: 20 minute radius Prepared by Esri Latitude: 42.72591 Longitude: -92.46945

#### 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.

1A

Source: Esri

1A

©2024 Esri Page 14 of 18



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	202	3 Households		2023 Ad	lult Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	15,488	100.0%		31,622	100.0%	
1. Affluent Estates	297	1.9%	19	609	1.9%	1
Top Tier (1A)	0	0.0%	0	0	0.0%	
Professional Pride (1B)	0	0.0%	0	0	0.0%	
Boomburbs (1C)	0	0.0%	0	0	0.0%	
Savvy Suburbanites (1D)	297	1.9%	65	609	1.9%	$\epsilon$
Exurbanites (1E)	0	0.0%	0	0	0.0%	`
	-		•	-		
2. Upscale Avenues	0	0.0%	0	0	0.0%	
Urban Chic (2A)	0	0.0%	0	0	0.0%	
Pleasantville (2B)	0	0.0%	0	0	0.0%	
Pacific Heights (2C)	0	0.0%	0	0	0.0%	
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	
2. Untarra Tadiridrala	•	0.0%		•	0.00/	
3. Uptown Individuals	0	0.0%	0	0	<b>0.0%</b> 0.0%	
Laptops and Lattes (3A)	0		0	0		
Metro Renters (3B)	0	0.0%	0	0	0.0%	
Trendsetters (3C)	0	0.0%	0	0	0.0%	
4. Family Landscapes	795	5.1%	65	1,517	4.8%	5
Workday Drive (4A)	0	0.0%	0	0	0.0%	
Home Improvement (4B)	0	0.0%	0	0	0.0%	
Middleburg (4C)	795	5.1%	166	1,517	4.8%	15
5. GenXurban	3,760	24.3%	218	7,296	23.1%	21
Comfortable Empty Nesters (5A)	771	5.0%	206	1,722	5.4%	22
In Style (5B)	851	5.5%	246	1,608	5.1%	24
Parks and Rec (5C)	0	0.0%	0	0	0.0%	_
Rustbelt Traditions (5D)	811	5.2%	245	1,502	4.7%	23
Midlife Constants (5E)	1,327	8.6%	355	2,464	7.8%	33
6. Cozy Country Living	7,094	45.8%	389	13,949	44.1%	37
Green Acres (6A)	784	5.1%	154	1,610	5.1%	15
Salt of the Earth (6B)	4,433	28.6%	1,028	8,689	27.5%	98
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	56
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	
Heartland Communities (6F)	1,001	6.5%	294	1,933	6.1%	29
7. Sprouting Explorers	0	0.0%	0	0	0.0%	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	
Urban Villages (7B)	0	0.0%	0	0	0.0%	
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	
Farm to Table (7E)	0	0.0%	0	0	0.0%	
Southwestern Families (7F)	0	0.0%	0	0	0.0%	
Journal Landing (71)	U	0.070	U	U	0.070	

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

©2024 Esri Page 15 of 18



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
. ,		0.0%				
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0 353	2.3%	0 192	0 686	0.0% 2.2%	206
Retirement Communities (9E)						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
				·		2.0
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

©2024 Esri Page 16 of 18



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry Urbanization Groups	2023 Households		2023 Adult Population			
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
1 Dringing Hyben Contor	0	0.0%	0	0	0.0%	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
Trendsetters (3C)		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
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

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

©2024 Esri Page 17 of 18



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

Latitude: 42.72591 Longitude: -92.46945

Prepared by Esri

Tapestry Urbanization Groups	2023	3 Households		2023 A	dult Population	
	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%	C
Professional Pride (1B)	0	0.0%	0	0	0.0%	C
Boomburbs (1C)	0	0.0%	0	0	0.0%	C
Savvy Suburbanites (1D)	297	1.9%	65	609	1.9%	60
Exurbanites (1E)	0	0.0%	0	0	0.0%	C
Urban Chic (2A)	0	0.0%	0	0	0.0%	C
Pleasantville (2B)	0	0.0%	0	0	0.0%	C
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	C
Workday Drive (4A)	0	0.0%	0	0	0.0%	C
Home Improvement (4B)	0	0.0%	0	0	0.0%	C
Comfortable Empty Nesters (5A)	771	5.0%	206	1,722	5.4%	223
Parks and Rec (5C)	0	0.0%	0	0	0.0%	C
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%	C
Silver & Gold (9A)	0	0.0%	0	0	0.0%	C
Golden Years (9B)	0	0.0%	0	0	0.0%	C
The Elders (9C)	0	0.0%	0	0	0.0%	C
Military Proximity (14A)	0	0.0%	0	0	0.0%	C
, , ,						
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%	C
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%	C
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	565
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	C
Southern Satellites (10A)	0	0.0%	0	0	0.0%	C
Rooted Rural (10B)	0	0.0%	0	0	0.0%	(
Economic BedRock (10C)	0	0.0%	0	0	0.0%	C
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	C
italai bypasses (10L)	U	0.070	U	U	0.070	
Unclassified (15)	0	0.0%	0	0	0.0%	C
Officiassified (13)	U	0.070	U	U	0.070	U

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

©2024 Esri Page 18 of 18