



# Executive Summary

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

Waverly city,...

## Population

|                        |        |
|------------------------|--------|
| 2000 Population        | 8,996  |
| 2010 Population        | 9,874  |
| 2018 Population        | 10,323 |
| 2023 Population        | 10,631 |
| 2000-2010 Annual Rate  | 0.94%  |
| 2010-2018 Annual Rate  | 0.54%  |
| 2018-2023 Annual Rate  | 0.59%  |
| 2018 Male Population   | 48.0%  |
| 2018 Female Population | 52.1%  |
| 2018 Median Age        | 35.9   |

In the identified area, the current year population is 10,323. In 2010, the Census count in the area was 9,874. The rate of change since 2010 was 0.54% annually. The five-year projection for the population in the area is 10,631 representing a change of 0.59% annually from 2018 to 2023. Currently, the population is 48.0% male and 52.1% female.

## Median Age

The median age in this area is 35.9, compared to U.S. median age of 38.3.

## Race and Ethnicity

|  |       |
|--|-------|
| 2018 White Alone                         | 93.3% |
| 2018 Black Alone                         | 2.3%  |
| 2018 American Indian/Alaska Native Alone | 0.1%  |
| 2018 Asian Alone                         | 1.9%  |
| 2018 Pacific Islander Alone              | 0.0%  |
| 2018 Other Race                          | 0.5%  |
| 2018 Two or More Races                   | 1.9%  |
| 2018 Hispanic Origin (Any Race)          | 2.2%  |

Persons of Hispanic origin represent 2.2% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 16.7 in the identified area, compared to 64.3 for the U.S. as a whole.

## Households

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 3,240 |
| 2010 Households             | 3,546 |
| 2018 Total Households       | 3,772 |
| 2023 Total Households       | 3,899 |
| 2000-2010 Annual Rate       | 0.91% |
| 2010-2018 Annual Rate       | 0.75% |
| 2018-2023 Annual Rate       | 0.66% |
| 2018 Average Household Size | 2.35  |

The household count in this area has changed from 3,546 in 2010 to 3,772 in the current year, a change of 0.75% annually. The five-year projection of households is 3,899, a change of 0.66% annually from the current year total. Average household size is currently 2.35, compared to 2.34 in the year 2010. The number of families in the current year is 2,424 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

Waverly city,...

### Median Household Income

|                              |          |
|------------------------------|----------|
| 2018 Median Household Income | \$66,868 |
| 2023 Median Household Income | \$74,494 |
| 2018-2023 Annual Rate        | 2.18%    |

### Average Household Income

|                               |          |
|-------------------------------|----------|
| 2018 Average Household Income | \$82,940 |
| 2023 Average Household Income | \$91,956 |
| 2018-2023 Annual Rate         | 2.09%    |

### Per Capita Income

|                        |          |
|------------------------|----------|
| 2018 Per Capita Income | \$31,638 |
| 2023 Per Capita Income | \$35,038 |
| 2018-2023 Annual Rate  | 2.06%    |

### Households by Income

Current median household income is \$66,868 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$74,494 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$82,940 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$91,956 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$31,638 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$35,038 in five years, compared to \$36,530 for all U.S. households

### Housing

|                                    |       |
|------------------------------------|-------|
| 2000 Total Housing Units           | 3,400 |
| 2000 Owner Occupied Housing Units  | 2,309 |
| 2000 Renter Occupied Housing Units | 931   |
| 2000 Vacant Housing Units          | 160   |
| 2010 Total Housing Units           | 3,732 |
| 2010 Owner Occupied Housing Units  | 2,579 |
| 2010 Renter Occupied Housing Units | 967   |
| 2010 Vacant Housing Units          | 186   |
| 2018 Total Housing Units           | 3,962 |
| 2018 Owner Occupied Housing Units  | 2,719 |
| 2018 Renter Occupied Housing Units | 1,053 |
| 2018 Vacant Housing Units          | 190   |
| 2023 Total Housing Units           | 4,090 |
| 2023 Owner Occupied Housing Units  | 2,846 |
| 2023 Renter Occupied Housing Units | 1,052 |
| 2023 Vacant Housing Units          | 191   |

Currently, 68.6% of the 3,962 housing units in the area are owner occupied; 26.6%, renter occupied; and 4.8% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 3,732 housing units in the area - 69.1% owner occupied, 25.9% renter occupied, and 5.0% vacant. The annual rate of change in housing units since 2010 is 2.69%. Median home value in the area is \$180,322, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 4.30% annually to \$222,556.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# Housing Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Population            |        | Households                   |          |
|-----------------------|--------|------------------------------|----------|
| 2010 Total Population | 9,874  | 2018 Median Household Income | \$66,868 |
| 2018 Total Population | 10,323 | 2023 Median Household Income | \$74,494 |
| 2023 Total Population | 10,631 | 2018-2023 Annual Rate        | 2.18%    |
| 2018-2023 Annual Rate | 0.59%  |                              |          |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2018   |         | 2023   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 3,732       | 100.0%  | 3,962  | 100.0%  | 4,090  | 100.0%  |
| Occupied                                     | 3,546       | 95.0%   | 3,772  | 95.2%   | 3,898  | 95.3%   |
| Owner  | 2,579       | 69.1%   | 2,719  | 68.6%   | 2,846  | 69.6%   |
| Renter                                       | 967         | 25.9%   | 1,053  | 26.6%   | 1,052  | 25.7%   |
| Vacant                                       | 186         | 5.0%    | 190    | 4.8%    | 191    | 4.7%    |

| Owner Occupied Housing Units by Value | 2018   |         | 2023   |         |
|---------------------------------------|--------|---------|--------|---------|
|                                       | Number | Percent | Number | Percent |
| Total                                 | 2,719  | 100.0%  | 2,847  | 100.0%  |
| <\$50,000                             | 113    | 4.2%    | 69     | 2.4%    |
| \$50,000-\$99,999                     | 291    | 10.7%   | 207    | 7.3%    |
| \$100,000-\$149,999                   | 682    | 25.1%   | 510    | 17.9%   |
| \$150,000-\$199,999                   | 451    | 16.6%   | 476    | 16.7%   |
| \$200,000-\$249,999                   | 315    | 11.6%   | 358    | 12.6%   |
| \$250,000-\$299,999                   | 337    | 12.4%   | 398    | 14.0%   |
| \$300,000-\$399,999                   | 350    | 12.9%   | 514    | 18.1%   |
| \$400,000-\$499,999                   | 128    | 4.7%    | 219    | 7.7%    |
| \$500,000-\$749,999                   | 52     | 1.9%    | 96     | 3.4%    |
| \$750,000-\$999,999                   | 0      | 0.0%    | 0      | 0.0%    |
| \$1,000,000-\$1,499,999               | 0      | 0.0%    | 0      | 0.0%    |
| \$1,500,000-\$1,999,999               | 0      | 0.0%    | 0      | 0.0%    |
| \$2,000,000+                          | 0      | 0.0%    | 0      | 0.0%    |

|               |           |           |
|---------------|-----------|-----------|
| Median Value  | \$180,322 | \$222,556 |
| Average Value | \$207,788 | \$243,326 |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 3,732  | 100.0%  |
| In Urbanized Areas        | 0      | 0.0%    |
| In Urban Clusters         | 3,214  | 86.1%   |
| Rural Housing Units       | 518    | 13.9%   |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Housing Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Census 2010 Owner Occupied Housing Units by Mortgage Status |        |         |
|---|--------|---------|
|   | Number | Percent |
| Total   | 2,579  | 100.0%  |
| Owned with a Mortgage/Loan                                  | 1,687  | 65.4%   |
| Owned Free and Clear  | 892    | 34.6%   |

| Census 2010 Vacant Housing Units by Status |        |         |
|--|--------|---------|
|  | Number | Percent |
| Total                                      | 186    | 100.0%  |
| For Rent                                   | 39     | 21.0%   |
| Rented- Not Occupied                       | 7      | 3.8%    |
| For Sale Only                              | 42     | 22.6%   |
| Sold - Not Occupied                        | 17     | 9.1%    |
| Seasonal/Recreational/Occasional Use       | 24     | 12.9%   |
| For Migrant Workers                        | 0      | 0.0%    |
| Other Vacant                               | 57     | 30.6%   |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 3,546          | 2,579                | 72.7%         |
| 15-24   | 233            | 37                   | 15.9%         |
| 25-34   | 504            | 309                  | 61.3%         |
| 35-44   | 550            | 411                  | 74.7%         |
| 45-54   | 608            | 480                  | 78.9%         |
| 55-64   | 605            | 515                  | 85.1%         |
| 65-74   | 453            | 388                  | 85.7%         |
| 75-84   | 375            | 298                  | 79.5%         |
| 85+   | 218            | 141                  | 64.7%         |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                |                      |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Owner Occupied Units |               |
|  |                | Number               | % of Occupied |
| Total  | 3,546          | 2,579                | 72.7%         |
| White Alone  | 3,482          | 2,552                | 73.3%         |
| Black/African American   | 18             | 6                    | 33.3%         |
| American Indian/Alaska   | 2              | 0                    | 0.0%          |
| Asian Alone  | 23             | 10                   | 43.5%         |
| Pacific Islander Alone   | 0              | 0                    | 0.0%          |
| Other Race Alone   | 2              | 1                    | 50.0%         |
| Two or More Races  | 19             | 10                   | 52.6%         |
| Hispanic Origin  | 25             | 10                   | 40.0%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 3,546          | 2,579                | 72.7%         |
| 1-Person  | 1,005          | 550                  | 54.7%         |
| 2-Person  | 1,384          | 1,112                | 80.3%         |
| 3-Person  | 466            | 343                  | 73.6%         |
| 4-Person  | 428            | 357                  | 83.4%         |
| 5-Person  | 191            | 157                  | 82.2%         |
| 6-Person  | 54             | 45                   | 83.3%         |
| 7+ Person   | 18             | 15                   | 83.3%         |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Market Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

Waverly city,...

| Population Summary            |           |
|-------------------------------|-----------|
| 2000 Total Population         | 8,996     |
| 2010 Total Population         | 9,874     |
| 2018 Total Population         | 10,323    |
| 2018 Group Quarters           | 1,471     |
| 2023 Total Population         | 10,631    |
| 2018-2023 Annual Rate         | 0.59%     |
| 2018 Total Daytime Population | 13,329    |
| Workers                       | 7,902     |
| Residents                     | 5,427     |
| Household Summary             |           |
| 2000 Households               | 3,240     |
| 2000 Average Household Size   | 2.37      |
| 2010 Households               | 3,546     |
| 2010 Average Household Size   | 2.34      |
| 2018 Households               | 3,772     |
| 2018 Average Household Size   | 2.35      |
| 2023 Households               | 3,899     |
| 2023 Average Household Size   | 2.35      |
| 2018-2023 Annual Rate         | 0.66%     |
| 2010 Families                 | 2,294     |
| 2010 Average Family Size      | 2.86      |
| 2018 Families                 | 2,424     |
| 2018 Average Family Size      | 2.84      |
| 2023 Families                 | 2,497     |
| 2023 Average Family Size      | 2.84      |
| 2018-2023 Annual Rate         | 0.60%     |
| Housing Unit Summary          |           |
| 2000 Housing Units            | 3,400     |
| Owner Occupied Housing Units  | 67.9%     |
| Renter Occupied Housing Units | 27.4%     |
| Vacant Housing Units          | 4.7%      |
| 2010 Housing Units            | 3,732     |
| Owner Occupied Housing Units  | 69.1%     |
| Renter Occupied Housing Units | 25.9%     |
| Vacant Housing Units          | 5.0%      |
| 2018 Housing Units            | 3,962     |
| Owner Occupied Housing Units  | 68.6%     |
| Renter Occupied Housing Units | 26.6%     |
| Vacant Housing Units          | 4.8%      |
| 2023 Housing Units            | 4,090     |
| Owner Occupied Housing Units  | 69.6%     |
| Renter Occupied Housing Units | 25.7%     |
| Vacant Housing Units          | 4.7%      |
| Median Household Income       |           |
| 2018                          | \$66,868  |
| 2023                          | \$74,494  |
| Median Home Value             |           |
| 2018                          | \$180,322 |
| 2023                          | \$222,556 |
| Per Capita Income             |           |
| 2018                          | \$31,638  |
| 2023                          | \$35,038  |
| Median Age                    |           |
| 2010                          | 33.1      |
| 2018                          | 35.9      |
| 2023                          | 37.0      |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

## Waverly city,...

### 2018 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,771    |
| <\$15,000                | 10.1%    |
| \$15,000 - \$24,999      | 7.2%     |
| \$25,000 - \$34,999      | 7.9%     |
| \$35,000 - \$49,999      | 11.5%    |
| \$50,000 - \$74,999      | 17.6%    |
| \$75,000 - \$99,999      | 15.0%    |
| \$100,000 - \$149,999    | 20.9%    |
| \$150,000 - \$199,999    | 4.9%     |
| \$200,000+               | 4.8%     |
| Average Household Income | \$82,940 |

### 2023 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,899    |
| <\$15,000                | 8.7%     |
| \$15,000 - \$24,999      | 6.6%     |
| \$25,000 - \$34,999      | 7.1%     |
| \$35,000 - \$49,999      | 11.0%    |
| \$50,000 - \$74,999      | 16.9%    |
| \$75,000 - \$99,999      | 15.4%    |
| \$100,000 - \$149,999    | 23.3%    |
| \$150,000 - \$199,999    | 5.3%     |
| \$200,000+               | 5.7%     |
| Average Household Income | \$91,956 |

### 2018 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,719     |
| <\$50,000                 | 4.2%      |
| \$50,000 - \$99,999       | 10.7%     |
| \$100,000 - \$149,999     | 25.1%     |
| \$150,000 - \$199,999     | 16.6%     |
| \$200,000 - \$249,999     | 11.6%     |
| \$250,000 - \$299,999     | 12.4%     |
| \$300,000 - \$399,999     | 12.9%     |
| \$400,000 - \$499,999     | 4.7%      |
| \$500,000 - \$749,999     | 1.9%      |
| \$750,000 - \$999,999     | 0.0%      |
| \$1,000,000 - \$1,499,999 | 0.0%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$207,788 |

### 2023 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,847     |
| <\$50,000                 | 2.4%      |
| \$50,000 - \$99,999       | 7.3%      |
| \$100,000 - \$149,999     | 17.9%     |
| \$150,000 - \$199,999     | 16.7%     |
| \$200,000 - \$249,999     | 12.6%     |
| \$250,000 - \$299,999     | 14.0%     |
| \$300,000 - \$399,999     | 18.1%     |
| \$400,000 - \$499,999     | 7.7%      |
| \$500,000 - \$749,999     | 3.4%      |
| \$750,000 - \$999,999     | 0.0%      |
| \$1,000,000 - \$1,499,999 | 0.0%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$243,326 |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

|                               | <b>Waverly city,...</b> |
|-------------------------------|-------------------------|
| <b>2010 Population by Age</b> |                         |
| Total                         | 9,874                   |
| 0 - 4                         | 5.5%                    |
| 5 - 9                         | 5.3%                    |
| 10 - 14                       | 5.8%                    |
| 15 - 24                       | 25.3%                   |
| 25 - 34                       | 10.1%                   |
| 35 - 44                       | 9.7%                    |
| 45 - 54                       | 11.1%                   |
| 55 - 64                       | 10.5%                   |
| 65 - 74                       | 7.6%                    |
| 75 - 84                       | 5.7%                    |
| 85 +                          | 3.5%                    |
| 18 +                          | 79.6%                   |
| <b>2018 Population by Age</b> |                         |
| Total                         | 10,324                  |
| 0 - 4                         | 5.1%                    |
| 5 - 9                         | 5.2%                    |
| 10 - 14                       | 5.5%                    |
| 15 - 24                       | 22.0%                   |
| 25 - 34                       | 11.2%                   |
| 35 - 44                       | 9.5%                    |
| 45 - 54                       | 10.1%                   |
| 55 - 64                       | 11.8%                   |
| 65 - 74                       | 9.9%                    |
| 75 - 84                       | 5.9%                    |
| 85 +                          | 3.7%                    |
| 18 +                          | 80.9%                   |
| <b>2023 Population by Age</b> |                         |
| Total                         | 10,634                  |
| 0 - 4                         | 5.1%                    |
| 5 - 9                         | 5.2%                    |
| 10 - 14                       | 5.8%                    |
| 15 - 24                       | 21.1%                   |
| 25 - 34                       | 10.5%                   |
| 35 - 44                       | 10.7%                   |
| 45 - 54                       | 9.2%                    |
| 55 - 64                       | 11.2%                   |
| 65 - 74                       | 10.8%                   |
| 75 - 84                       | 6.8%                    |
| 85 +                          | 3.7%                    |
| 18 +                          | 80.4%                   |
| <b>2010 Population by Sex</b> |                         |
| Males                         | 4,685                   |
| Females                       | 5,189                   |
| <b>2018 Population by Sex</b> |                         |
| Males                         | 4,950                   |
| Females                       | 5,374                   |
| <b>2023 Population by Sex</b> |                         |
| Males                         | 5,145                   |
| Females                       | 5,489                   |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

## Waverly city,...

### 2010 Population by Race/Ethnicity

|                        |       |
|------------------------|-------|
| Total                  | 9,874 |
| White Alone            | 95.3% |
| Black Alone            | 1.7%  |
| American Indian Alone  | 0.1%  |
| Asian Alone            | 1.2%  |
| Pacific Islander Alone | 0.0%  |
| Some Other Race Alone  | 0.3%  |
| Two or More Races      | 1.4%  |
| Hispanic Origin        | 1.3%  |
| Diversity Index        | 11.6  |

### 2018 Population by Race/Ethnicity

|                        |        |
|------------------------|--------|
| Total                  | 10,322 |
| White Alone            | 93.3%  |
| Black Alone            | 2.3%   |
| American Indian Alone  | 0.1%   |
| Asian Alone            | 1.9%   |
| Pacific Islander Alone | 0.0%   |
| Some Other Race Alone  | 0.5%   |
| Two or More Races      | 1.9%   |
| Hispanic Origin        | 2.2%   |
| Diversity Index        | 16.7   |

### 2023 Population by Race/Ethnicity

|                        |        |
|------------------------|--------|
| Total                  | 10,631 |
| White Alone            | 91.6%  |
| Black Alone            | 2.9%   |
| American Indian Alone  | 0.1%   |
| Asian Alone            | 2.5%   |
| Pacific Islander Alone | 0.0%   |
| Some Other Race Alone  | 0.5%   |
| Two or More Races      | 2.3%   |
| Hispanic Origin        | 2.7%   |
| Diversity Index        | 20.4   |

### 2010 Population by Relationship and Household Type

|                                 |       |
|---------------------------------|-------|
| Total                           | 9,874 |
| In Households                   | 84.0% |
| In Family Households            | 67.5% |
| Householder                     | 23.2% |
| Spouse                          | 19.5% |
| Child                           | 22.9% |
| Other relative                  | 0.9%  |
| Nonrelative                     | 1.1%  |
| In Nonfamily Households         | 16.5% |
| In Group Quarters               | 16.0% |
| Institutionalized Population    | 2.4%  |
| Noninstitutionalized Population | 13.6% |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

## Waverly city,...

### 2018 Population 25+ by Educational Attainment

|                              |       |
|------------------------------|-------|
| Total                        | 6,413 |
| Less than 9th Grade          | 1.3%  |
| 9th - 12th Grade, No Diploma | 3.0%  |
| High School Graduate         | 23.5% |
| GED/Alternative Credential   | 2.3%  |
| Some College, No Degree      | 22.1% |
| Associate Degree             | 8.9%  |
| Bachelor's Degree            | 26.2% |
| Graduate/Professional Degree | 12.6% |

### 2018 Population 15+ by Marital Status

|               |       |
|---------------|-------|
| Total         | 8,688 |
| Never Married | 40.4% |
| Married       | 49.0% |
| Widowed       | 6.1%  |
| Divorced      | 4.5%  |

### 2018 Civilian Population 16+ in Labor Force

|   |       |
|---|-------|
| Civilian Employed                       | 96.1% |
| Civilian Unemployed (Unemployment Rate) | 3.9%  |

### 2018 Employed Population 16+ by Industry

|                               |       |
|-------------------------------|-------|
| Total                         | 4,962 |
| Agriculture/Mining            | 2.7%  |
| Construction                  | 6.3%  |
| Manufacturing                 | 13.1% |
| Wholesale Trade               | 1.2%  |
| Retail Trade                  | 12.1% |
| Transportation/Utilities      | 1.5%  |
| Information                   | 1.4%  |
| Finance/Insurance/Real Estate | 8.3%  |
| Services                      | 51.5% |
| Public Administration         | 1.9%  |

### 2018 Employed Population 16+ by Occupation

|                                 |       |
|---------------------------------|-------|
| Total                           | 4,962 |
| White Collar                    | 63.9% |
| Management/Business/Financial   | 13.6% |
| Professional                    | 26.7% |
| Sales                           | 10.1% |
| Administrative Support          | 13.5% |
| Services                        | 17.8% |
| Blue Collar                     | 18.3% |
| Farming/Forestry/Fishing        | 1.4%  |
| Construction/Extraction         | 4.4%  |
| Installation/Maintenance/Repair | 2.1%  |
| Production                      | 6.7%  |
| Transportation/Material Moving  | 3.7%  |

### 2010 Population By Urban/ Rural Status

|                                     |       |
|-------------------------------------|-------|
| Total Population                    | 9,874 |
| Population Inside Urbanized Area    | 0.0%  |
| Population Inside Urbanized Cluster | 87.2% |
| Rural Population                    | 12.8% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

## Waverly city,...

### 2010 Households by Type

|                                      |       |
|--------------------------------------|-------|
| Total                                | 3,546 |
| Households with 1 Person             | 28.3% |
| Households with 2+ People            | 71.7% |
| Family Households                    | 64.7% |
| Husband-wife Families                | 54.2% |
| With Related Children                | 20.9% |
| Other Family (No Spouse Present)     | 10.5% |
| Other Family with Male Householder   | 2.5%  |
| With Related Children                | 1.9%  |
| Other Family with Female Householder | 8.0%  |
| With Related Children                | 5.8%  |
| Nonfamily Households                 | 7.0%  |
| All Households with Children         | 29.0% |

### 2010 Households by Size

|                      |       |
|----------------------|-------|
| Total                | 3,546 |
| 1 Person Household   | 28.3% |
| 2 Person Household   | 39.0% |
| 3 Person Household   | 13.1% |
| 4 Person Household   | 12.1% |
| 5 Person Household   | 5.4%  |
| 6 Person Household   | 1.5%  |
| 7 + Person Household | 0.5%  |

### 2010 Households by Tenure and Mortgage Status

|                            |       |
|----------------------------|-------|
| Total                      | 3,546 |
| Owner Occupied             | 72.7% |
| Owned with a Mortgage/Loan | 47.6% |
| Owned Free and Clear       | 25.2% |
| Renter Occupied            | 27.3% |

### 2010 Housing Units By Urban/ Rural Status

|  |       |
|--|-------|
| Total Housing Units                    | 3,732 |
| Housing Units Inside Urbanized Area    | 0.0%  |
| Housing Units Inside Urbanized Cluster | 86.1% |
| Rural Housing Units                    | 13.9% |

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

## Waverly city,...

### Top 3 Tapestry Segments

1. In Style (5B)
2. Middleburg (4C)
3. Salt of the Earth (6B)

### 2018 Consumer Spending

|   |              |
|---|--------------|
| Apparel & Services: Total \$                                | \$8,020,296  |
| Average Spent   | \$2,126.27   |
| Spending Potential Index                                    | 98           |
| Education: Total \$   | \$5,356,383  |
| Average Spent   | \$1,420.04   |
| Spending Potential Index                                    | 98           |
| Entertainment/Recreation: Total \$                          | \$12,180,337 |
| Average Spent   | \$3,229.15   |
| Spending Potential Index                                    | 100          |
| Food at Home: Total \$                                      | \$18,913,625 |
| Average Spent   | \$5,014.22   |
| Spending Potential Index                                    | 100          |
| Food Away from Home: Total \$                               | \$13,157,134 |
| Average Spent   | \$3,488.11   |
| Spending Potential Index                                    | 99           |
| Health Care: Total \$                                       | \$22,305,048 |
| Average Spent   | \$5,913.32   |
| Spending Potential Index                                    | 103          |
| HH Furnishings & Equipment: Total \$                        | \$7,897,139  |
| Average Spent   | \$2,093.62   |
| Spending Potential Index                                    | 100          |
| Personal Care Products & Services: Total \$                 | \$3,116,898  |
| Average Spent   | \$826.32     |
| Spending Potential Index                                    | 100          |
| Shelter: Total \$   | \$61,776,707 |
| Average Spent   | \$16,377.71  |
| Spending Potential Index                                    | 98           |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$9,365,008  |
| Average Spent   | \$2,482.77   |
| Spending Potential Index                                    | 100          |
| Travel: Total \$  | \$7,929,206  |
| Average Spent   | \$2,102.12   |
| Spending Potential Index                                    | 98           |
| Vehicle Maintenance & Repairs: Total \$                     | \$4,082,100  |
| Average Spent   | \$1,082.21   |
| Spending Potential Index                                    | 101          |

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 05, 2018



# Retail MarketPlace Profile

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

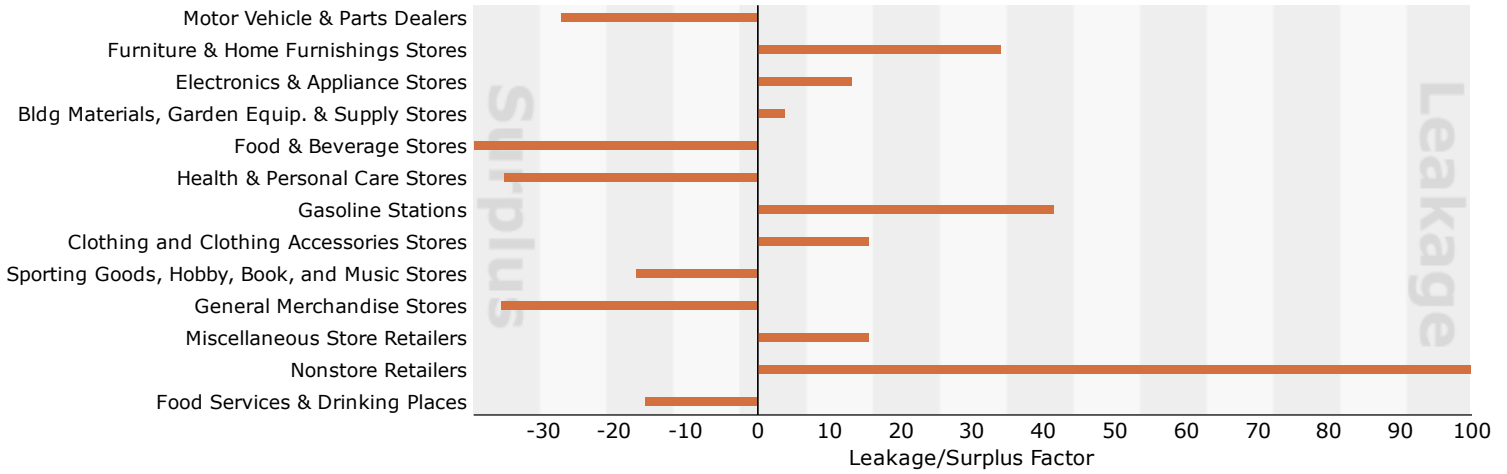
Iowa Downtown Resource Center

| Summary Demographics                          |           |                              |                          |               |                           |                         |
|---|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| 2018 Population                               |           |                              |                          |               |                           | 10,323                  |
| 2018 Households                               |           |                              |                          |               |                           | 3,772                   |
| 2018 Median Disposable Income                 |           |                              |                          |               |                           | \$52,799                |
| 2018 Per Capita Income                        |           |                              |                          |               |                           | \$31,638                |
| 2017 Industry Summary                         | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
| Total Retail Trade and Food & Drink           | 44-45,722 | \$139,792,048                | \$216,121,342            | -\$76,329,294 | -21.4                     | 89                      |
| Total Retail Trade                            | 44-45     | \$127,366,024                | \$199,073,346            | -\$71,707,322 | -22.0                     | 58                      |
| Total Food & Drink                            | 722       | \$12,426,024                 | \$17,047,996             | -\$4,621,972  | -15.7                     | 31                      |
| 2017 Industry Group                           | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
| Motor Vehicle & Parts Dealers                 | 441       | \$27,936,427                 | \$49,385,901             | -\$21,449,474 | -27.7                     | 8                       |
| Automobile Dealers                            | 4411      | \$21,904,997                 | \$47,324,061             | -\$25,419,064 | -36.7                     | 5                       |
| Other Motor Vehicle Dealers                   | 4412      | \$3,234,911                  | \$0                      | \$3,234,911   | 100.0                     | 0                       |
| Auto Parts, Accessories & Tire Stores         | 4413      | \$2,796,519                  | \$2,061,840              | \$734,679     | 15.1                      | 3                       |
| Furniture & Home Furnishings Stores           | 442       | \$3,585,471                  | \$1,756,140              | \$1,829,331   | 34.2                      | 2                       |
| Furniture Stores                              | 4421      | \$2,291,653                  | \$589,323                | \$1,702,330   | 59.1                      | 1                       |
| Home Furnishings Stores                       | 4422      | \$1,293,818                  | \$1,166,817              | \$127,001     | 5.2                       | 1                       |
| Electronics & Appliance Stores                | 443       | \$4,273,074                  | \$3,270,187              | \$1,002,887   | 13.3                      | 3                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444       | \$7,854,071                  | \$7,250,488              | \$603,583     | 4.0                       | 5                       |
| Bldg Material & Supplies Dealers              | 4441      | \$7,054,927                  | \$5,051,130              | \$2,003,797   | 16.6                      | 4                       |
| Lawn & Garden Equip & Supply Stores           | 4442      | \$799,144                    | \$2,199,358              | -\$1,400,214  | -46.7                     | 1                       |
| Food & Beverage Stores                        | 445       | \$24,446,058                 | \$56,707,254             | -\$32,261,196 | -39.8                     | 7                       |
| Grocery Stores                                | 4451      | \$22,657,190                 | \$23,662,147             | -\$1,004,957  | -2.2                      | 4                       |
| Specialty Food Stores                         | 4452      | \$1,063,524                  | \$31,714,797             | -\$30,651,273 | -93.5                     | 2                       |
| Beer, Wine & Liquor Stores                    | 4453      | \$725,344                    | \$1,330,310              | -\$604,966    | -29.4                     | 1                       |
| Health & Personal Care Stores                 | 446,4461  | \$7,746,471                  | \$16,265,695             | -\$8,519,224  | -35.5                     | 8                       |
| Gasoline Stations                             | 447,4471  | \$13,408,927                 | \$5,543,795              | \$7,865,132   | 41.5                      | 2                       |
| Clothing & Clothing Accessories Stores        | 448       | \$4,448,207                  | \$3,233,820              | \$1,214,387   | 15.8                      | 3                       |
| Clothing Stores                               | 4481      | \$2,858,104                  | \$1,477,854              | \$1,380,250   | 31.8                      | 1                       |
| Shoe Stores                                   | 4482      | \$578,284                    | \$661,390                | -\$83,106     | -6.7                      | 1                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483      | \$1,011,819                  | \$1,094,576              | -\$82,757     | -3.9                      | 1                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451       | \$3,158,444                  | \$4,453,601              | -\$1,295,157  | -17.0                     | 9                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511      | \$2,623,362                  | \$4,453,601              | -\$1,830,239  | -25.9                     | 9                       |
| Book, Periodical & Music Stores               | 4512      | \$535,082                    | \$0                      | \$535,082     | 100.0                     | 0                       |
| General Merchandise Stores                    | 452       | \$22,039,591                 | \$46,939,277             | -\$24,899,686 | -36.1                     | 3                       |
| Department Stores Excluding Leased Depts.     | 4521      | \$18,016,200                 | \$44,014,286             | -\$25,998,086 | -41.9                     | 1                       |
| Other General Merchandise Stores              | 4529      | \$4,023,391                  | \$2,924,991              | \$1,098,400   | 15.8                      | 2                       |
| Miscellaneous Store Retailers                 | 453       | \$5,866,635                  | \$4,267,188              | \$1,599,447   | 15.8                      | 8                       |
| Florists                                      | 4531      | \$330,599                    | \$653,153                | -\$322,554    | -32.8                     | 2                       |
| Office Supplies, Stationery & Gift Stores     | 4532      | \$1,545,388                  | \$1,757,080              | -\$211,692    | -6.4                      | 1                       |
| Used Merchandise Stores                       | 4533      | \$867,470                    | \$1,306,207              | -\$438,737    | -20.2                     | 2                       |
| Other Miscellaneous Store Retailers           | 4539      | \$3,123,178                  | \$550,748                | \$2,572,430   | 70.0                      | 3                       |
| Nonstore Retailers                            | 454       | \$2,602,648                  | \$0                      | \$2,602,648   | 100.0                     | 0                       |
| Electronic Shopping & Mail-Order Houses       | 4541      | \$1,675,333                  | \$0                      | \$1,675,333   | 100.0                     | 0                       |
| Vending Machine Operators                     | 4542      | \$396,620                    | \$0                      | \$396,620     | 100.0                     | 0                       |
| Direct Selling Establishments                 | 4543      | \$530,695                    | \$0                      | \$530,695     | 100.0                     | 0                       |
| Food Services & Drinking Places               | 722       | \$12,426,024                 | \$17,047,996             | -\$4,621,972  | -15.7                     | 31                      |
| Special Food Services                         | 7223      | \$248,714                    | \$106,883                | \$141,831     | 39.9                      | 2                       |
| Drinking Places - Alcoholic Beverages         | 7224      | \$924,707                    | \$329,130                | \$595,577     | 47.5                      | 4                       |
| Restaurants/Other Eating Places               | 7225      | \$11,252,603                 | \$16,611,983             | -\$5,359,380  | -19.2                     | 25                      |

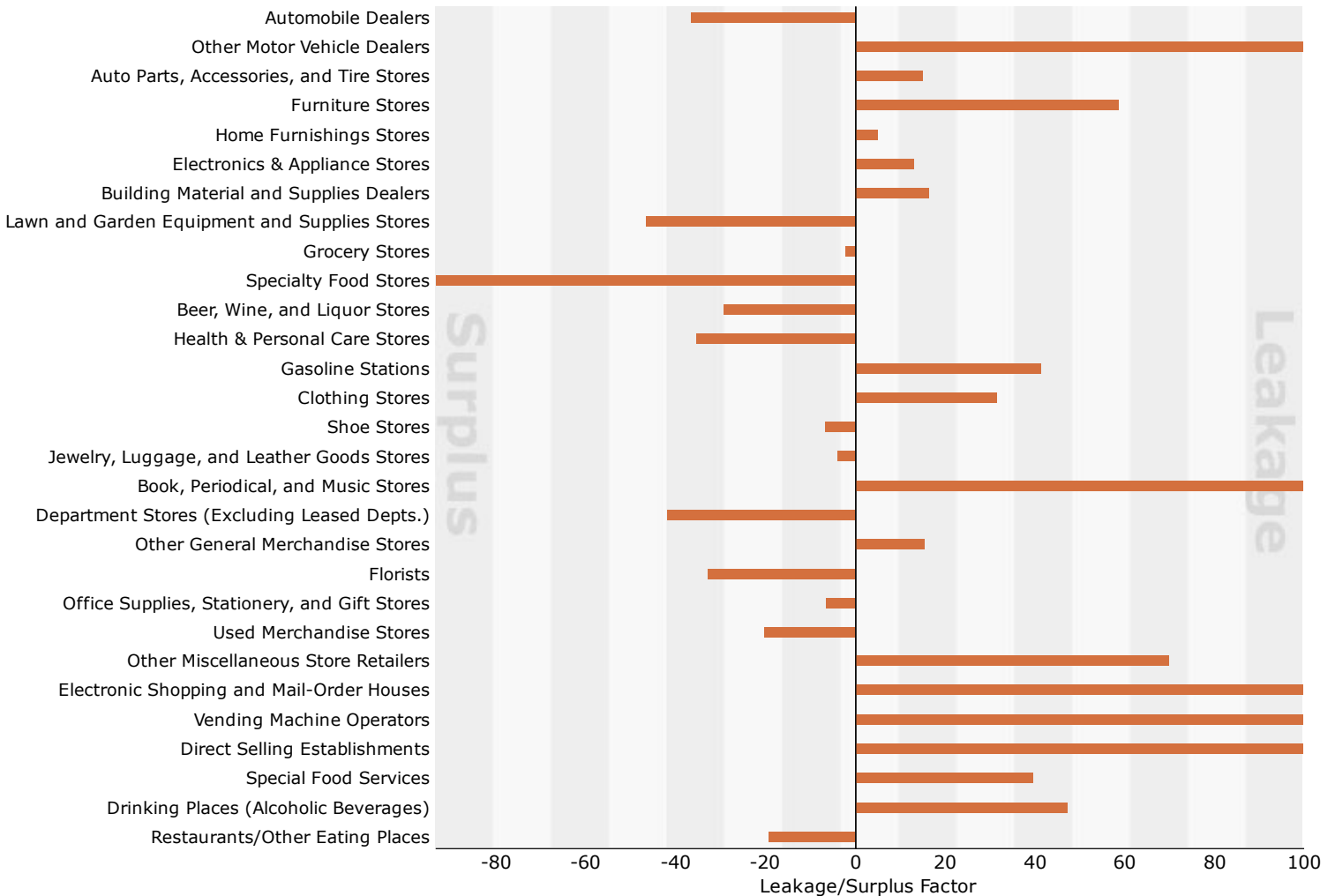
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



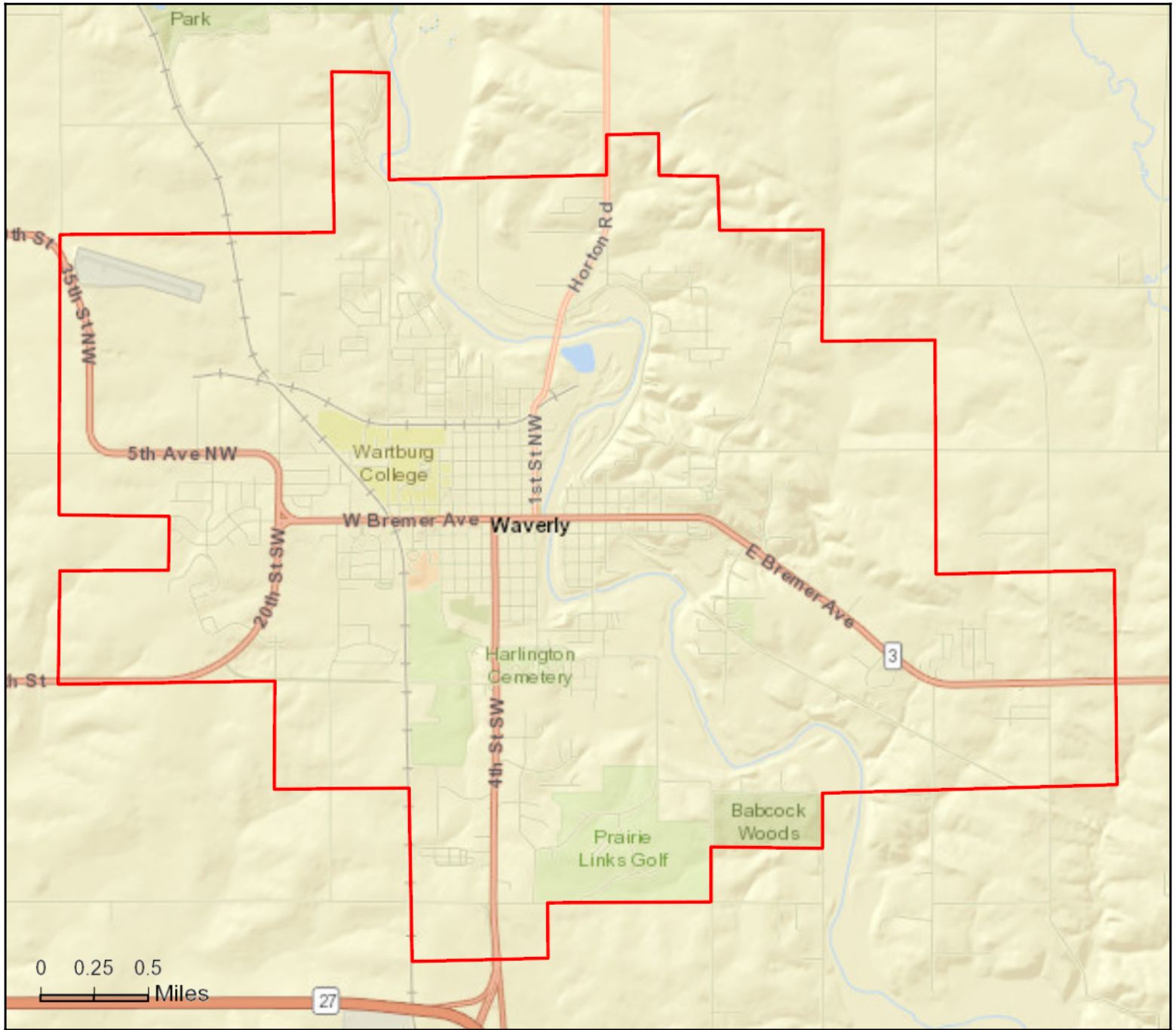
## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center





# Tapestry Segmentation Area Profile

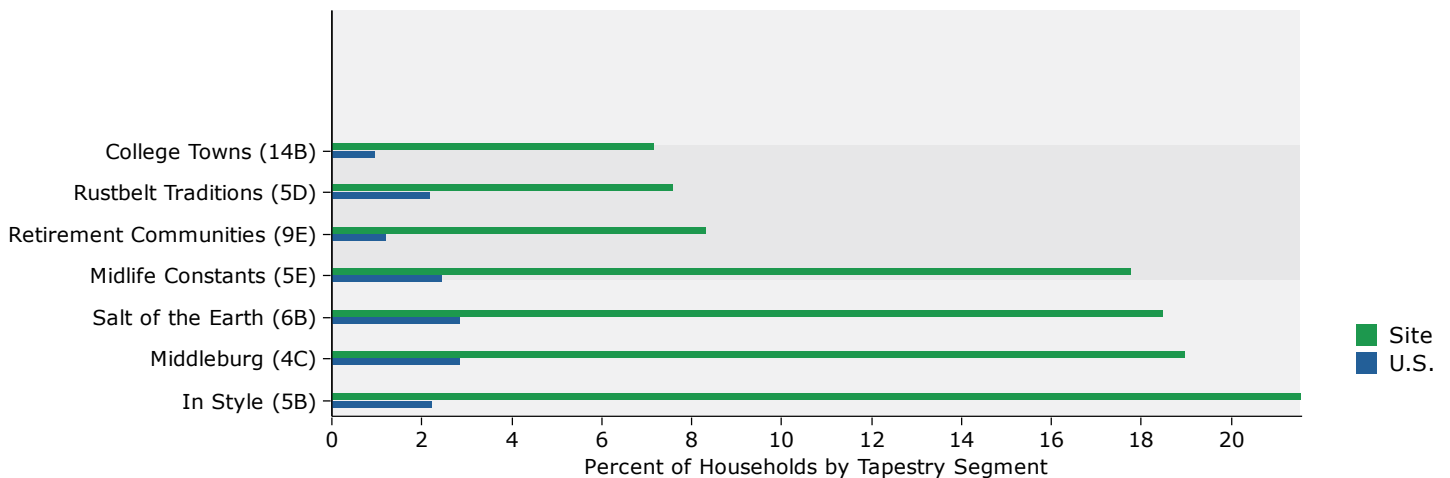
Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

## Top Twenty Tapestry Segments

| Rank            | Tapestry Segment            | 2018 Households |                    | 2018 U.S. Households |                    | Index      |
|-----------------|-----------------------------|-----------------|--------------------|----------------------|--------------------|------------|
|                 |                             | Percent         | Cumulative Percent | Percent              | Cumulative Percent |            |
| 1               | In Style (5B)               | 21.6%           | 21.6%              | 2.2%                 | 2.2%               | 961        |
| 2               | Middleburg (4C)             | 19.0%           | 40.6%              | 2.9%                 | 5.1%               | 660        |
| 3               | Salt of the Earth (6B)      | 18.5%           | 59.1%              | 2.9%                 | 8.0%               | 645        |
| 4               | Midlife Constants (5E)      | 17.8%           | 76.9%              | 2.5%                 | 10.5%              | 718        |
| 5               | Retirement Communities (9E) | 8.4%            | 85.3%              | 1.2%                 | 11.7%              | 690        |
| <b>Subtotal</b> |                             | <b>85.3%</b>    |                    | <b>11.7%</b>         |                    |            |
| 6               | Rustbelt Traditions (5D)    | 7.6%            | 92.9%              | 2.2%                 | 13.9%              | 347        |
| 7               | College Towns (14B)         | 7.2%            | 100.1%             | 1.0%                 | 14.9%              | 752        |
| <b>Subtotal</b> |                             | <b>14.8%</b>    |                    | <b>3.2%</b>          |                    |            |
| <b>Total</b>    |                             | <b>100.0%</b>   |                    | <b>14.8%</b>         |                    | <b>674</b> |

## 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

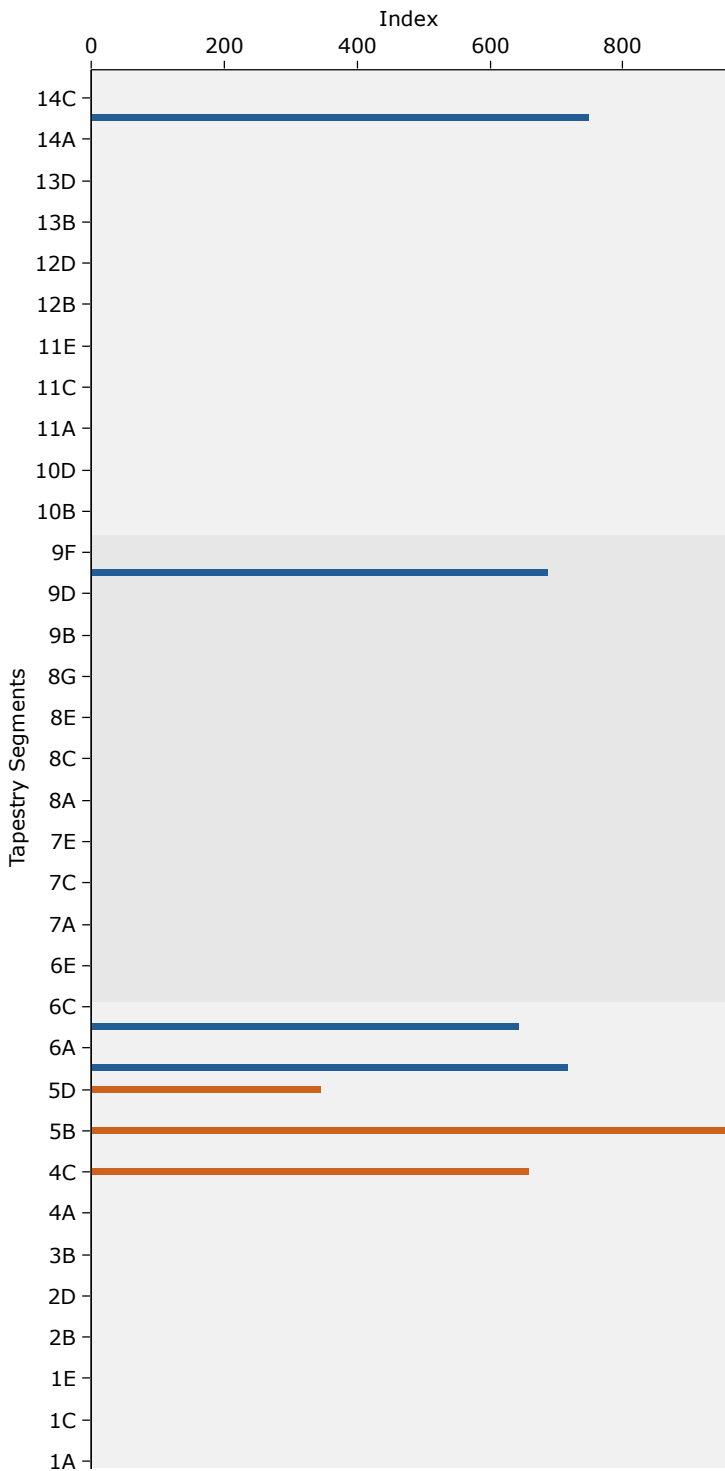


# Tapestry Segmentation Area Profile

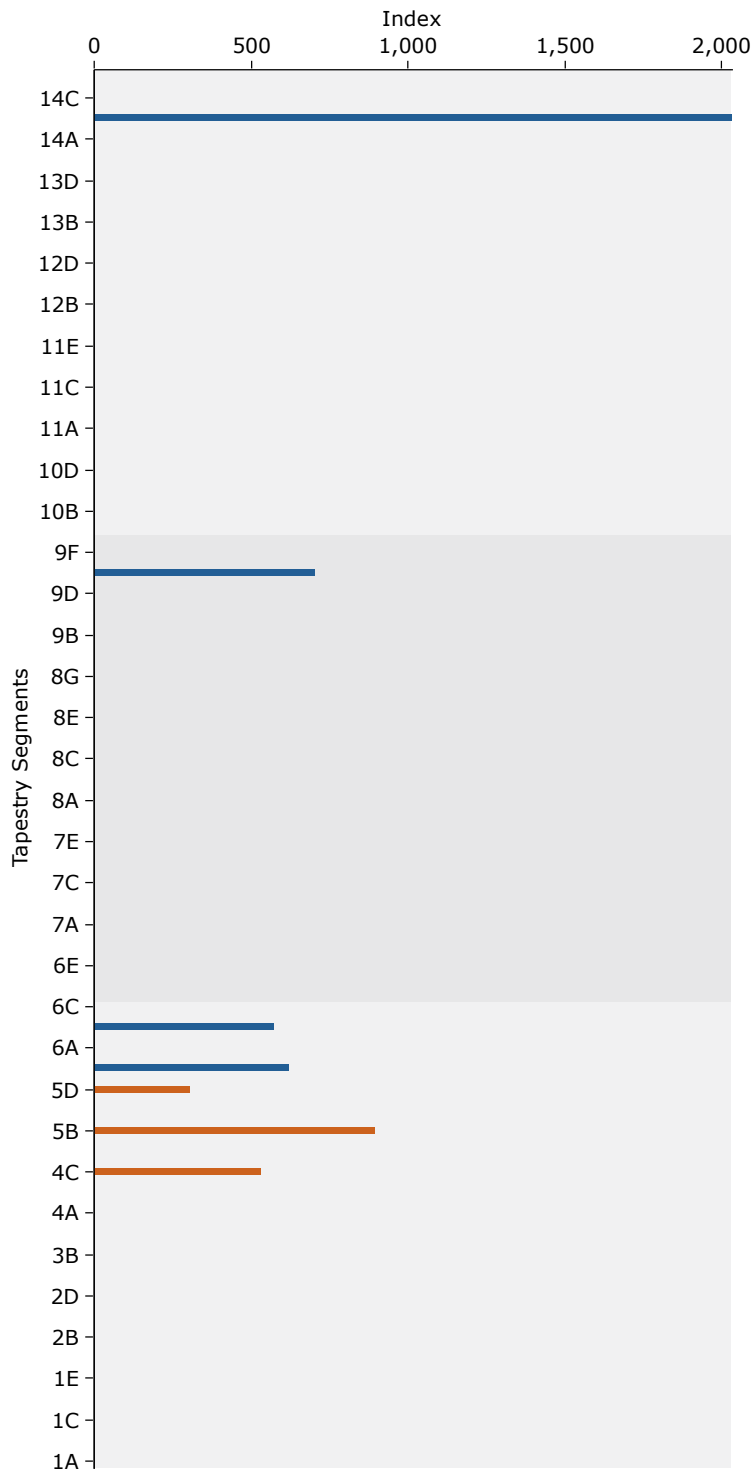
Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Iowa Downtown Resource Center

### 2018 Tapestry Indexes by Households



### 2018 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

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Tapestry LifeMode Groups        | 2018 Households |              |            | 2018 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 3,772           | 100.0%       |            | 8,348                 | 100.0%       |            |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>4. Family Landscapes</b>     | <b>716</b>      | <b>19.0%</b> | <b>253</b> | <b>1,278</b>          | <b>15.3%</b> | <b>196</b> |
| Soccer Moms (4A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Middleburg (4C)                 | 716             | 19.0%        | 660        | 1,278                 | 15.3%        | 535        |
| <b>5. GenXurban</b>             | <b>1,772</b>    | <b>47.0%</b> | <b>414</b> | <b>3,333</b>          | <b>39.9%</b> | <b>367</b> |
| Comfortable Empty Nesters (5A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| In Style (5B)                   | 814             | 21.6%        | 961        | 1,574                 | 18.9%        | 899        |
| Parks and Rec (5C)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)        | 287             | 7.6%         | 347        | 534                   | 6.4%         | 310        |
| Midlife Constants (5E)          | 671             | 17.8%        | 718        | 1,225                 | 14.7%        | 626        |
| <b>6. Cozy Country Living</b>   | <b>698</b>      | <b>18.5%</b> | <b>154</b> | <b>1,379</b>          | <b>16.5%</b> | <b>140</b> |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 698             | 18.5%        | 645        | 1,379                 | 16.5%        | 575        |
| 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          |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Up and Coming Families (7A)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Villages (7B)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Valley Growers (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

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Tapestry LifeMode Groups         | 2018 Households |             |            | 2018 Adult Population |              |            |
|----------------------------------|-----------------|-------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent     | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 3,772           | 100.0%      |            | 8,348                 | 100.0%       |            |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b> | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| Hardscrabble Road (8G)           | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| <b>9. Senior Styles</b>          | <b>315</b>      | <b>8.4%</b> | <b>144</b> | <b>598</b>            | <b>7.2%</b>  | <b>143</b> |
| 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)      | 315             | 8.4%        | 690        | 598                   | 7.2%         | 707        |
| Social Security Set (9F)         | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Southern Satellites (10A)        | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Rooted Rural (10B)               | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Diners & Miners (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          |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b> | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Family Foundations (12A)         | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Small Town Simplicity (12C)      | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Modest Income Homes (12D)        | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b> | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| International Marketplace (13A)  | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| Las Casas (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          |
| <b>14. Scholars and Patriots</b> | <b>271</b>      | <b>7.2%</b> | <b>445</b> | <b>1,760</b>          | <b>21.1%</b> | <b>923</b> |
| Military Proximity (14A)         | 0               | 0.0%        | 0          | 0                     | 0.0%         | 0          |
| College Towns (14B)              | 271             | 7.2%        | 752        | 1,760                 | 21.1%        | 2,036      |
| 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

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Tapestry Urbanization Groups     | 2018 Households |              |            | 2018 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 3,772           | 100.0%       |            | 8,348                 | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>2. Urban Periphery</b>        | <b>287</b>      | <b>7.6%</b>  | <b>45</b>  | <b>534</b>            | <b>6.4%</b>  | <b>36</b>  |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 287             | 7.6%         | 347        | 534                   | 6.4%         | 310        |
| Urban Villages (7B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (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          |
| International Marketplace (13A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Las Casas (13B)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>3. Metro Cities</b>           | <b>1,400</b>    | <b>37.1%</b> | <b>204</b> | <b>3,932</b>          | <b>47.1%</b> | <b>279</b> |
| In Style (5B)                    | 814             | 21.6%        | 961        | 1,574                 | 18.9%        | 899        |
| 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          |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 315             | 8.4%         | 690        | 598                   | 7.2%         | 707        |
| 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)              | 271             | 7.2%         | 752        | 1,760                 | 21.1%        | 2,036      |
| 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

Waverly City, IA  
 Waverly City, IA (1982875)  
 Geography: Place

Iowa Downtown Resource Center

| Tapestry Urbanization Groups    | 2018 Households |              |            | 2018 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 3,772           | 100.0%       |            | 8,348                 | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>671</b>      | <b>17.8%</b> | <b>56</b>  | <b>1,225</b>          | <b>14.7%</b> | <b>45</b>  |
| 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          |
| Soccer Moms (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)          | 671             | 17.8%        | 718        | 1,225                 | 14.7%        | 626        |
| 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          |
| <b>5. Semirural</b>             | <b>716</b>      | <b>19.0%</b> | <b>204</b> | <b>1,278</b>          | <b>15.3%</b> | <b>170</b> |
| Middleburg (4C)                 | 716             | 19.0%        | 660        | 1,278                 | 15.3%        | 535        |
| Heartland Communities (6F)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Valley Growers (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 Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>698</b>      | <b>18.5%</b> | <b>110</b> | <b>1,379</b>          | <b>16.5%</b> | <b>98</b>  |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 698             | 18.5%        | 645        | 1,379                 | 16.5%        | 575        |
| 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          |
| Diners & Miners (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