



Retail MarketPlace Profile

Waverly, IA
50677, Waverly, Iowa
Ring: 3 mile radius

Prepared by Esri
Latitude: 42.72751
Longitude: -92.47419

Summary Demographics

2017 Population	10,663
2017 Households	3,904
2017 Median Disposable Income	\$50,865
2017 Per Capita Income	\$29,642

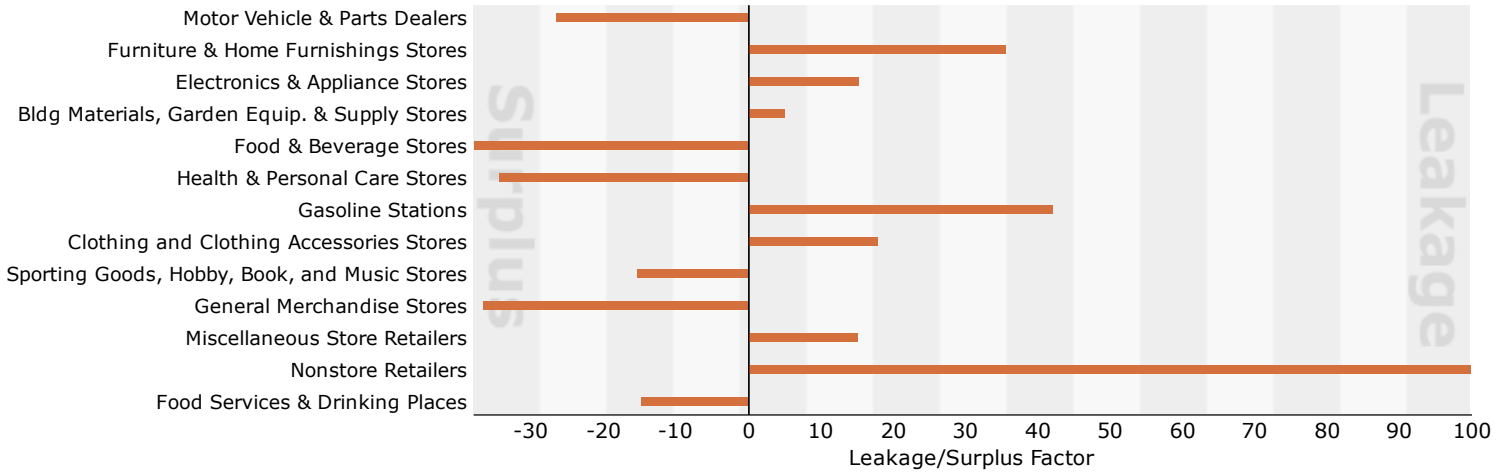
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$146,326,623	\$222,097,144	-\$75,770,521	-20.6	91
Total Retail Trade	44-45	\$133,318,361	\$204,562,611	-\$71,244,250	-21.1	60
Total Food & Drink	722	\$13,008,262	\$17,534,533	-\$4,526,271	-14.8	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,239,078	\$50,587,496	-\$21,348,418	-26.7	9
Automobile Dealers	4411	\$22,924,464	\$47,803,551	-\$24,879,087	-35.2	5
Other Motor Vehicle Dealers	4412	\$3,386,796	\$615,652	\$2,771,144	69.2	1
Auto Parts, Accessories & Tire Stores	4413	\$2,927,819	\$2,168,293	\$759,526	14.9	3
Furniture & Home Furnishings Stores	442	\$3,755,354	\$1,775,150	\$1,980,204	35.8	2
Furniture Stores	4421	\$2,398,575	\$608,333	\$1,790,242	59.5	1
Home Furnishings Stores	4422	\$1,356,780	\$1,166,817	\$189,963	7.5	1
Electronics & Appliance Stores	443	\$4,473,362	\$3,270,187	\$1,203,175	15.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,233,135	\$7,416,956	\$816,179	5.2	5
Bldg Material & Supplies Dealers	4441	\$7,395,204	\$5,206,283	\$2,188,921	17.4	4
Lawn & Garden Equip & Supply Stores	4442	\$837,931	\$2,210,673	-\$1,372,742	-45.0	1
Food & Beverage Stores	445	\$25,579,480	\$56,941,336	-\$31,361,856	-38.0	8
Grocery Stores	4451	\$23,707,653	\$23,853,315	-\$145,662	-0.3	5
Specialty Food Stores	4452	\$1,112,808	\$31,714,797	-\$30,601,989	-93.2	2
Beer, Wine & Liquor Stores	4453	\$759,019	\$1,373,224	-\$614,205	-28.8	1
Health & Personal Care Stores	446,4461	\$8,110,322	\$16,629,425	-\$8,519,103	-34.4	8
Gasoline Stations	447,4471	\$14,027,728	\$5,699,841	\$8,327,887	42.2	2
Clothing & Clothing Accessories Stores	448	\$4,657,456	\$3,235,932	\$1,421,524	18.0	3
Clothing Stores	4481	\$2,991,958	\$1,479,966	\$1,511,992	33.8	1
Shoe Stores	4482	\$605,324	\$661,390	-\$56,066	-4.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,060,174	\$1,094,576	-\$34,402	-1.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,306,416	\$4,512,407	-\$1,205,991	-15.4	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,746,749	\$4,512,407	-\$1,765,658	-24.3	9
Book, Periodical & Music Stores	4512	\$559,667	\$0	\$559,667	100.0	0
General Merchandise Stores	452	\$23,070,978	\$49,982,165	-\$26,911,187	-36.8	3
Department Stores Excluding Leased Depts.	4521	\$18,860,176	\$46,998,285	-\$28,138,109	-42.7	1
Other General Merchandise Stores	4529	\$4,210,801	\$2,983,880	\$1,226,921	17.1	2
Miscellaneous Store Retailers	453	\$6,140,125	\$4,511,716	\$1,628,409	15.3	8
Florists	4531	\$346,843	\$672,236	-\$325,393	-31.9	2
Office Supplies, Stationery & Gift Stores	4532	\$1,618,349	\$1,876,203	-\$257,854	-7.4	1
Used Merchandise Stores	4533	\$907,710	\$1,394,762	-\$487,052	-21.2	2
Other Miscellaneous Store Retailers	4539	\$3,267,223	\$568,514	\$2,698,709	70.4	3
Nonstore Retailers	454	\$2,724,926	\$0	\$2,724,926	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,753,617	\$0	\$1,753,617	100.0	0
Vending Machine Operators	4542	\$415,058	\$0	\$415,058	100.0	0
Direct Selling Establishments	4543	\$556,251	\$0	\$556,251	100.0	0
Food Services & Drinking Places	722	\$13,008,262	\$17,534,533	-\$4,526,271	-14.8	31
Special Food Services	7223	\$260,424	\$107,730	\$152,694	41.5	2
Drinking Places - Alcoholic Beverages	7224	\$969,195	\$337,557	\$631,638	48.3	4
Restaurants/Other Eating Places	7225	\$11,778,643	\$17,089,245	-\$5,310,602	-18.4	25

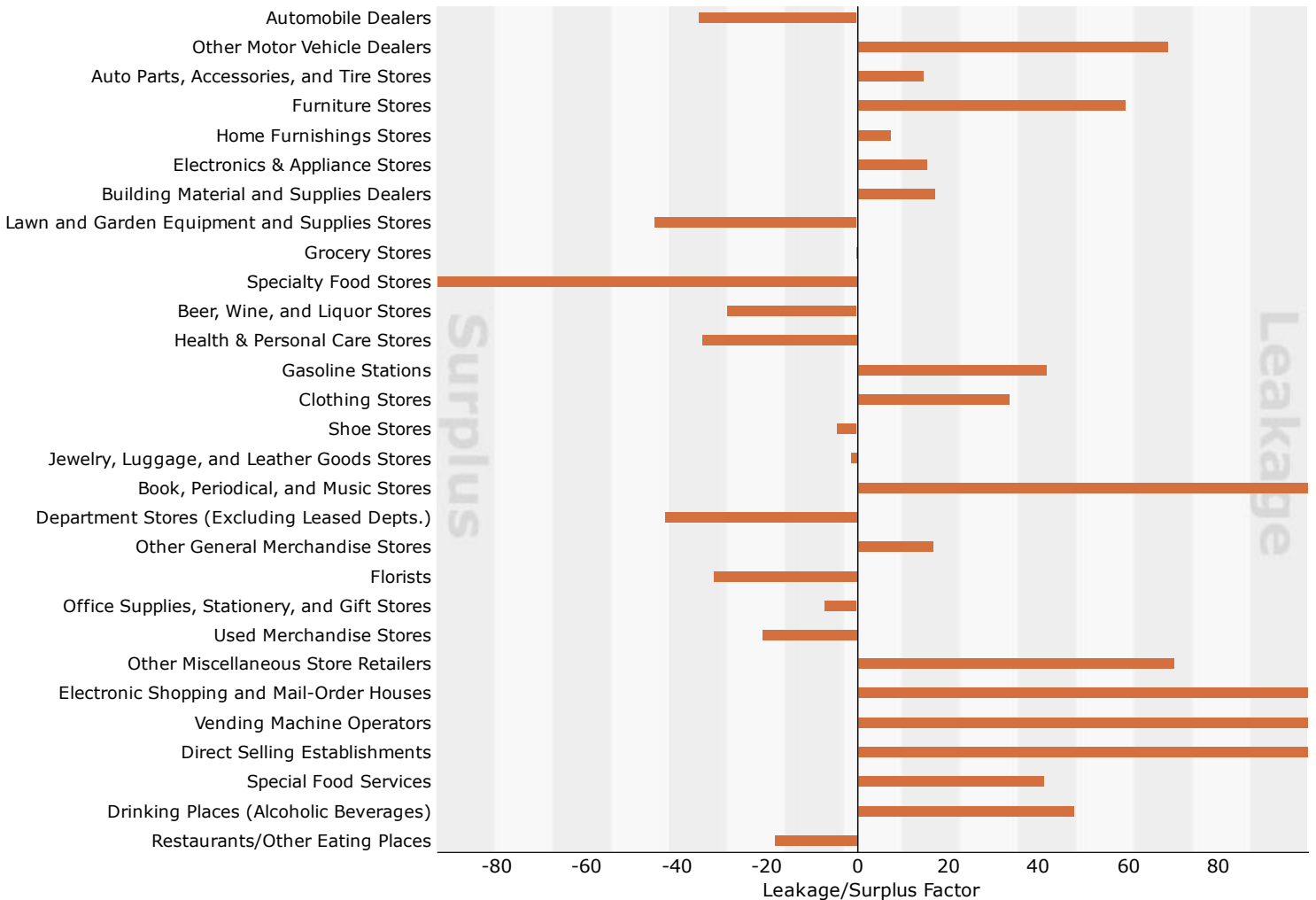
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Waverly, IA
50677, Waverly, Iowa
Ring: 5 mile radius

Prepared by Esri
Latitude: 42.72751
Longitude: -92.47419

Summary Demographics

2017 Population	12,435
2017 Households	4,605
2017 Median Disposable Income	\$51,002
2017 Per Capita Income	\$30,125

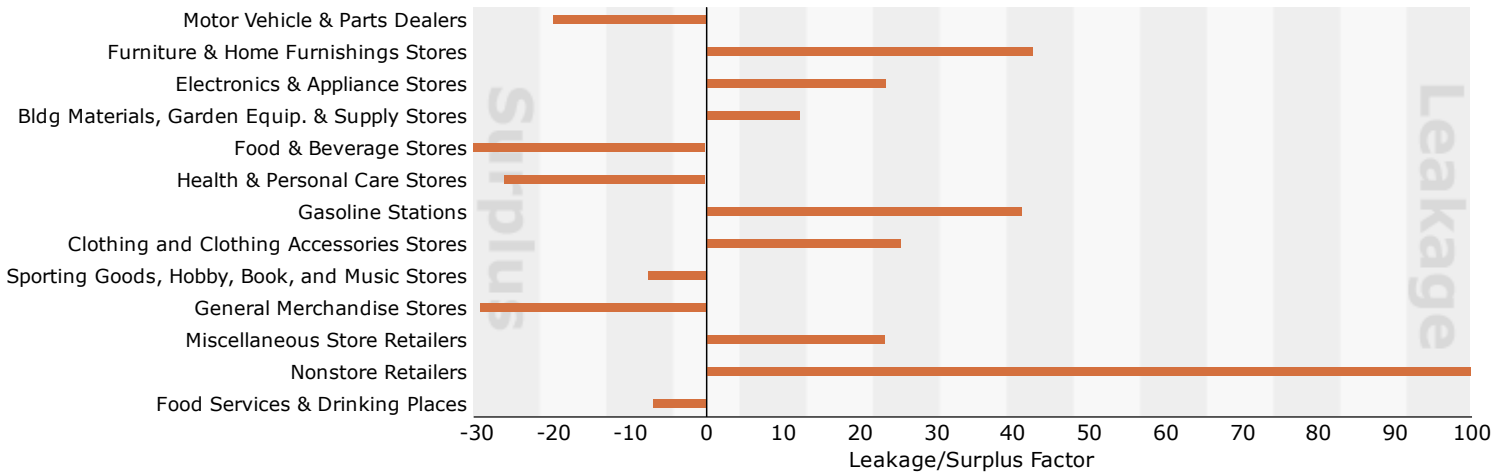
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$173,939,557	\$226,340,126	-\$52,400,569	-13.1	94
Total Retail Trade	44-45	\$158,547,313	\$208,606,482	-\$50,059,169	-13.6	63
Total Food & Drink	722	\$15,392,244	\$17,733,644	-\$2,341,400	-7.1	32

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$34,844,943	\$52,520,473	-\$17,675,530	-20.2	10
Automobile Dealers	4411	\$27,308,987	\$49,718,579	-\$22,409,592	-29.1	6
Other Motor Vehicle Dealers	4412	\$4,053,677	\$615,652	\$3,438,025	73.6	1
Auto Parts, Accessories & Tire Stores	4413	\$3,482,279	\$2,186,241	\$1,296,038	22.9	3
Furniture & Home Furnishings Stores	442	\$4,448,395	\$1,785,556	\$2,662,839	42.7	2
Furniture Stores	4421	\$2,832,338	\$608,333	\$2,224,005	64.6	1
Home Furnishings Stores	4422	\$1,616,056	\$1,177,223	\$438,833	15.7	1
Electronics & Appliance Stores	443	\$5,293,852	\$3,270,187	\$2,023,665	23.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,898,080	\$7,725,888	\$2,172,192	12.3	6
Bldg Material & Supplies Dealers	4441	\$8,881,465	\$5,314,240	\$3,567,225	25.1	4
Lawn & Garden Equip & Supply Stores	4442	\$1,016,615	\$2,411,648	-\$1,395,033	-40.7	1
Food & Beverage Stores	445	\$30,364,916	\$56,958,085	-\$26,593,169	-30.5	8
Grocery Stores	4451	\$28,143,101	\$23,870,064	\$4,273,037	8.2	5
Specialty Food Stores	4452	\$1,320,647	\$31,714,797	-\$30,394,150	-92.0	2
Beer, Wine & Liquor Stores	4453	\$901,168	\$1,373,224	-\$472,056	-20.8	1
Health & Personal Care Stores	446,4461	\$9,666,925	\$16,650,418	-\$6,983,493	-26.5	8
Gasoline Stations	447,4471	\$16,664,045	\$6,932,107	\$9,731,938	41.2	2
Clothing & Clothing Accessories Stores	448	\$5,504,314	\$3,257,055	\$2,247,259	25.6	3
Clothing Stores	4481	\$3,538,311	\$1,501,089	\$2,037,222	40.4	1
Shoe Stores	4482	\$715,126	\$661,390	\$53,736	3.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,250,877	\$1,094,576	\$156,301	6.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,921,855	\$4,576,068	-\$654,213	-7.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,261,645	\$4,576,068	-\$1,314,423	-16.8	10
Book, Periodical & Music Stores	4512	\$660,210	\$0	\$660,210	100.0	0
General Merchandise Stores	452	\$27,375,764	\$50,383,880	-\$23,008,116	-29.6	3
Department Stores Excluding Leased Depts.	4521	\$22,371,357	\$47,400,000	-\$25,028,643	-35.9	1
Other General Merchandise Stores	4529	\$5,004,407	\$2,983,880	\$2,020,527	25.3	2
Miscellaneous Store Retailers	453	\$7,315,635	\$4,546,764	\$2,768,871	23.3	8
Florists	4531	\$417,684	\$672,236	-\$254,552	-23.4	2
Office Supplies, Stationery & Gift Stores	4532	\$1,920,217	\$1,899,330	\$20,887	0.5	1
Used Merchandise Stores	4533	\$1,073,256	\$1,406,684	-\$333,428	-13.4	2
Other Miscellaneous Store Retailers	4539	\$3,904,478	\$568,514	\$3,335,964	74.6	3
Nonstore Retailers	454	\$3,248,589	\$0	\$3,248,589	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,075,953	\$0	\$2,075,953	100.0	0
Vending Machine Operators	4542	\$491,445	\$0	\$491,445	100.0	0
Direct Selling Establishments	4543	\$681,191	\$0	\$681,191	100.0	0
Food Services & Drinking Places	722	\$15,392,244	\$17,733,644	-\$2,341,400	-7.1	32
Special Food Services	7223	\$310,716	\$107,730	\$202,986	48.5	2
Drinking Places - Alcoholic Beverages	7224	\$1,147,566	\$388,064	\$759,502	49.5	4
Restaurants/Other Eating Places	7225	\$13,933,962	\$17,237,850	-\$3,303,888	-10.6	25

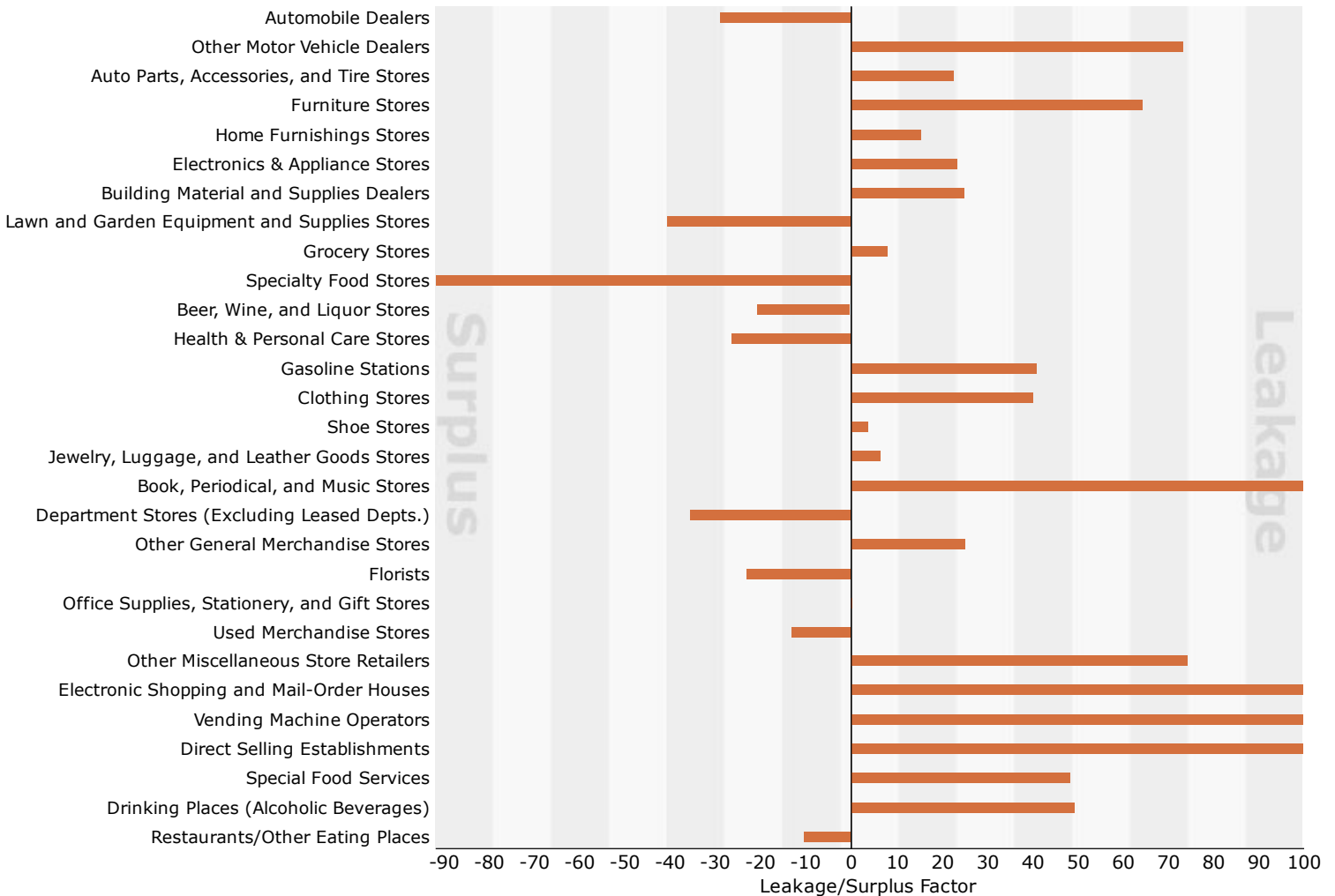
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Waverly, IA
50677, Waverly, Iowa
Ring: 15 mile radius

Prepared by Esri
Latitude: 42.72751
Longitude: -92.47419

Summary Demographics

2017 Population	60,756
2017 Households	22,684
2017 Median Disposable Income	\$47,649
2017 Per Capita Income	\$28,857

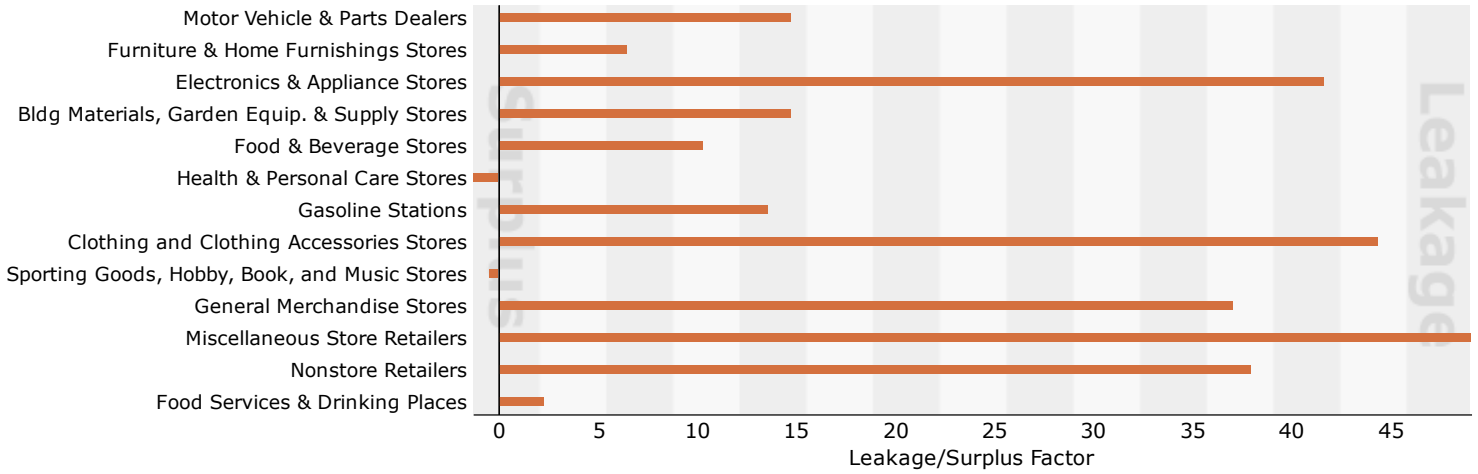
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$831,056,140	\$592,033,865	\$239,022,275	16.8	365
Total Retail Trade	44-45	\$758,152,290	\$522,383,318	\$235,768,972	18.4	250
Total Food & Drink	722	\$72,903,850	\$69,650,547	\$3,253,303	2.3	115

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$167,837,103	\$124,642,175	\$43,194,928	14.8	32
Automobile Dealers	4411	\$131,614,221	\$109,327,211	\$22,287,010	9.2	15
Other Motor Vehicle Dealers	4412	\$19,592,867	\$4,570,004	\$15,022,863	62.2	5
Auto Parts, Accessories & Tire Stores	4413	\$16,630,015	\$10,744,959	\$5,885,056	21.5	12
Furniture & Home Furnishings Stores	442	\$20,885,750	\$18,351,839	\$2,533,911	6.5	12
Furniture Stores	4421	\$13,362,215	\$9,523,015	\$3,839,200	16.8	6
Home Furnishings Stores	4422	\$7,523,535	\$8,828,824	-\$1,305,289	-8.0	6
Electronics & Appliance Stores	443	\$25,184,927	\$10,350,030	\$14,834,897	41.7	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,128,121	\$35,008,192	\$12,119,929	14.8	32
Bldg Material & Supplies Dealers	4441	\$42,188,832	\$29,609,931	\$12,578,901	17.5	20
Lawn & Garden Equip & Supply Stores	4442	\$4,939,289	\$5,398,261	-\$458,972	-4.4	12
Food & Beverage Stores	445	\$145,180,171	\$118,181,119	\$26,999,052	10.3	30
Grocery Stores	4451	\$134,535,109	\$81,757,330	\$52,777,779	24.4	20
Specialty Food Stores	4452	\$6,312,452	\$33,648,780	-\$27,336,328	-68.4	7
Beer, Wine & Liquor Stores	4453	\$4,332,610	\$2,775,009	\$1,557,601	21.9	3
Health & Personal Care Stores	446,4461	\$46,051,167	\$47,288,207	-\$1,237,040	-1.3	21
Gasoline Stations	447,4471	\$80,011,997	\$60,817,830	\$19,194,167	13.6	21
Clothing & Clothing Accessories Stores	448	\$26,057,529	\$10,030,820	\$16,026,709	44.4	15
Clothing Stores	4481	\$16,757,814	\$6,684,528	\$10,073,286	43.0	11
Shoe Stores	4482	\$3,374,975	\$1,634,928	\$1,740,047	34.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$5,924,740	\$1,711,364	\$4,213,376	55.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$18,690,558	\$18,884,385	-\$193,827	-0.5	34
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,514,399	\$10,479,053	\$5,035,346	19.4	27
Book, Periodical & Music Stores	4512	\$3,176,159	\$8,405,332	-\$5,229,173	-45.2	7
General Merchandise Stores	452	\$130,239,878	\$59,764,268	\$70,475,610	37.1	5
Department Stores Excluding Leased Depts.	4521	\$106,312,435	\$50,999,494	\$55,312,941	35.2	1
Other General Merchandise Stores	4529	\$23,927,443	\$8,764,773	\$15,162,670	46.4	4
Miscellaneous Store Retailers	453	\$35,278,747	\$12,054,148	\$23,224,599	49.1	36
Florists	4531	\$1,984,184	\$1,700,866	\$283,318	7.7	4
Office Supplies, Stationery & Gift Stores	4532	\$9,063,803	\$2,966,206	\$6,097,597	50.7	9
Used Merchandise Stores	4533	\$5,131,401	\$2,517,224	\$2,614,177	34.2	7
Other Miscellaneous Store Retailers	4539	\$19,099,360	\$4,869,852	\$14,229,508	59.4	16
Nonstore Retailers	454	\$15,606,341	\$7,010,306	\$8,596,035	38.0	3
Electronic Shopping & Mail-Order Houses	4541	\$9,861,524	\$0	\$9,861,524	100.0	0
Vending Machine Operators	4542	\$2,336,239	\$1,956,736	\$379,503	8.8	1
Direct Selling Establishments	4543	\$3,408,578	\$172,605	\$3,235,973	90.4	2
Food Services & Drinking Places	722	\$72,903,850	\$69,650,547	\$3,253,303	2.3	115
Special Food Services	7223	\$1,485,861	\$892,531	\$593,330	24.9	5
Drinking Places - Alcoholic Beverages	7224	\$5,388,473	\$10,239,277	-\$4,850,804	-31.0	23
Restaurants/Other Eating Places	7225	\$66,029,516	\$58,518,739	\$7,510,777	6.0	87

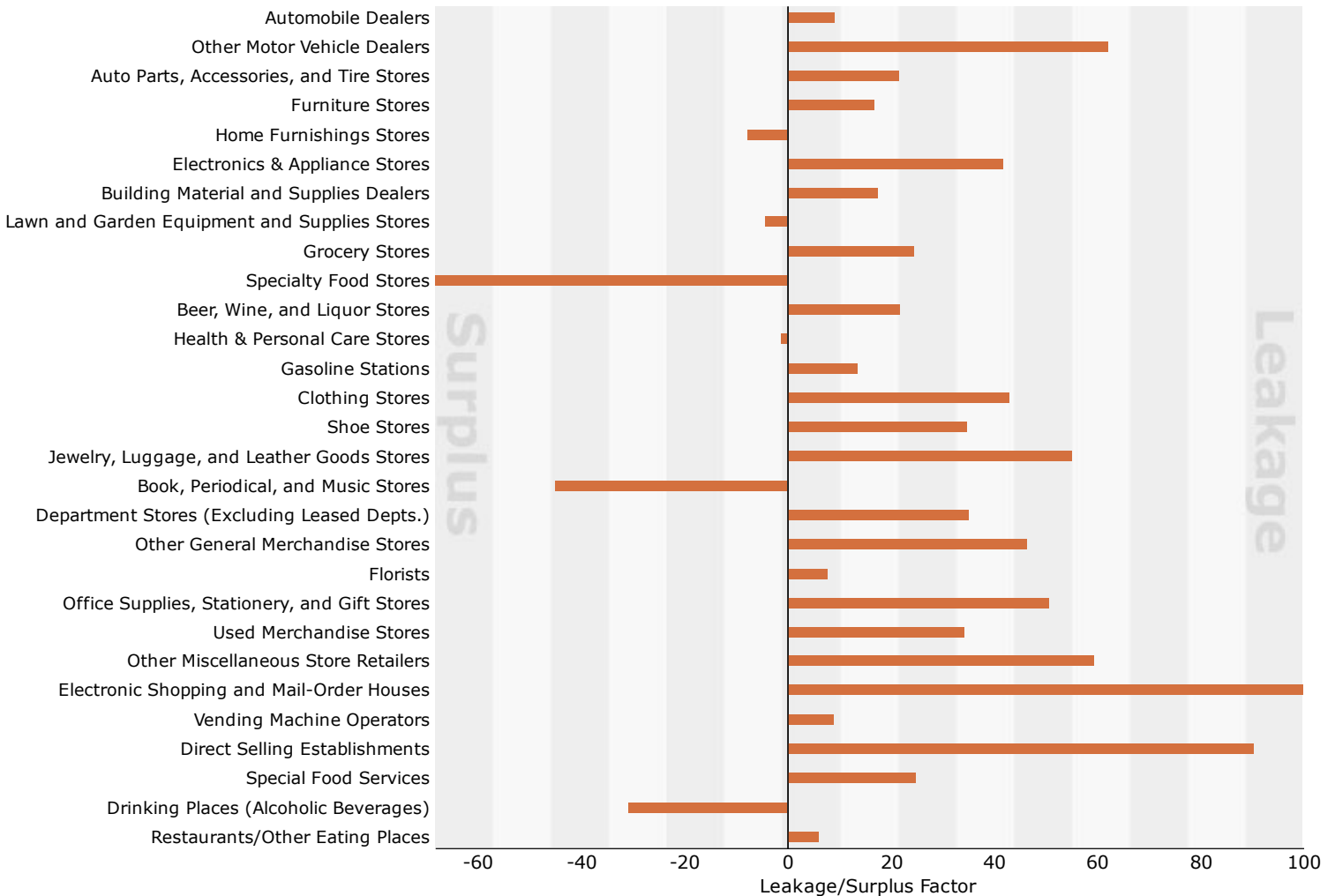
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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