

Population

2000 Population	8,996
2010 Population	9,874
2020 Population	10,233
2025 Population	10,435
2000-2010 Annual Rate	0.94%
2010-2020 Annual Rate	0.35%
2020-2025 Annual Rate	0.39%
2020 Male Population	48.1%
2020 Female Population	51.9%
2020 Median Age	36.2

In the identified area, the current year population is 10,233. In 2010, the Census count in the area was 9,874. The rate of change since 2010 was 0.35% annually. The five-year projection for the population in the area is 10,435 representing a change of 0.39% annually from 2020 to 2025. Currently, the population is 48.1% male and 51.9% female.

Median Age

The median age in this area is 36.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	92.7%
2020 Black Alone	2.7%
2020 American Indian/Alaska Native Alone	0.1%
2020 Asian Alone	2.1%
2020 Pacific Islander Alone	0.0%
2020 Other Race	0.5%
2020 Two or More Races	1.9%
2020 Hispanic Origin (Any Race)	2.3%

Persons of Hispanic origin represent 2.3% of the population in the identified area compared to 18.8% 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 17.8 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	97
2000 Households	3,240
2010 Households	3,546
2020 Total Households	3,751
2025 Total Households	3,838
2000-2010 Annual Rate	0.91%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.46%
2020 Average Household Size	2.34

The household count in this area has changed from 3,546 in 2010 to 3,751 in the current year, a change of 0.55% annually. The five-year projection of households is 3,838, a change of 0.46% annually from the current year total. Average household size is currently 2.34, compared to 2.34 in the year 2010. The number of families in the current year is 2,399 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Waverly city,...

Mortgage Income

2020 Percent of Income for Mortgage	11.0%
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Median Household Income

2020 Median Household Income	\$71,377
2025 Median Household Income	\$73,747
2020-2025 Annual Rate	0.66%

Average Household Income

2020 Average Household Income	\$85,370
2025 Average Household Income	\$91,506
2020-2025 Annual Rate	1.40%

Per Capita Income

2020 Per Capita Income	\$31,678
2025 Per Capita Income	\$34,034
2020-2025 Annual Rate	1.45%

Households by Income

Current median household income is \$71,377 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$73,747 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$85,370 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$91,506 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$31,678 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$34,034 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	183
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
2020 Total Housing Units	4,027
2020 Owner Occupied Housing Units	2,785
2020 Renter Occupied Housing Units	966
2020 Vacant Housing Units	276
2025 Total Housing Units	4,145
2025 Owner Occupied Housing Units	2,875
2025 Renter Occupied Housing Units	963
2025 Vacant Housing Units	307

Currently, 69.2% of the 4,027 housing units in the area are owner occupied; 24.0%, renter occupied; and 6.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% 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 3.44%. Median home value in the area is \$187,358, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.61% annually to \$213,139.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Population		Households	
2010 Total Population	9,874	2020 Median Household Income	\$71,377
2020 Total Population	10,233	2025 Median Household Income	\$73,747
2025 Total Population	10,435	2020-2025 Annual Rate	0.66%
2020-2025 Annual Rate	0.39%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,732	100.0%	4,027	100.0%	4,145	100.0%
Occupied	3,546	95.0%	3,751	93.1%	3,838	92.6%
Owner	2,579	69.1%	2,785	69.2%	2,875	69.4%
Renter	967	25.9%	966	24.0%	963	23.2%
Vacant	186	5.0%	276	6.9%	307	7.4%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	2,787	100.0%	2,875	100.0%
<\$50,000	118	4.2%	93	3.2%
\$50,000-\$99,999	167	6.0%	121	4.2%
\$100,000-\$149,999	649	23.3%	527	18.3%
\$150,000-\$199,999	615	22.1%	568	19.8%
\$200,000-\$249,999	432	15.5%	489	17.0%
\$250,000-\$299,999	325	11.7%	412	14.3%
\$300,000-\$399,999	269	9.7%	389	13.5%
\$400,000-\$499,999	130	4.7%	177	6.2%
\$500,000-\$749,999	55	2.0%	71	2.5%
\$750,000-\$999,999	10	0.4%	11	0.4%
\$1,000,000-\$1,499,999	17	0.6%	17	0.6%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$187,358	\$213,139
Average Value	\$218,093	\$240,365

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. Esri forecasts for 2020 and 2025.

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 Alone	18	6	33.3%
American Indian/Alaska Native	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%

2020 Housing Affordability

Housing Affordability Index	183
Percent of Income for Mortgage	11.0%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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Population Summary

2000 Total Population	8,996
2010 Total Population	9,874
2020 Total Population	10,233
2020 Group Quarters	1,446
2025 Total Population	10,435
2020-2025 Annual Rate	0.39%
2020 Total Daytime Population	12,924
Workers	7,952
Residents	4,972

Household Summary

2000 Households	3,240
2000 Average Household Size	2.37
2010 Households	3,546
2010 Average Household Size	2.34
2020 Households	3,751
2020 Average Household Size	2.34
2025 Households	3,838
2025 Average Household Size	2.34
2020-2025 Annual Rate	0.46%
2010 Families	2,294
2010 Average Family Size	2.86
2020 Families	2,399
2020 Average Family Size	2.86
2025 Families	2,443
2025 Average Family Size	2.87
2020-2025 Annual Rate	0.36%

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%
2020 Housing Units	4,027
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	6.9%
2025 Housing Units	4,145
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	7.4%

Median Household Income

2020	\$71,377
2025	\$73,747

Median Home Value

2020	\$187,358
2025	\$213,139

Per Capita Income

2020	\$31,678
2025	\$34,034

Median Age

2010	33.1
2020	36.2
2025	37.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income

Household Income Base	3,751
<\$15,000	9.6%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	7.1%
\$200,000+	4.4%
Average Household Income	\$85,370

2025 Households by Income

Household Income Base	3,837
<\$15,000	9.2%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	7.9%
\$200,000+	4.9%
Average Household Income	\$91,506

2020 Owner Occupied Housing Units by Value

Total	2,787
<\$50,000	4.2%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$218,093

2025 Owner Occupied Housing Units by Value

Total	2,875
<\$50,000	3.2%
\$50,000 - \$99,999	4.2%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	19.8%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$240,365

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Waverly city,...	
2010 Population by Age	
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%
2020 Population by Age	
Total	10,233
0 - 4	4.9%
5 - 9	5.2%
10 - 14	5.6%
15 - 24	21.6%
25 - 34	11.5%
35 - 44	9.8%
45 - 54	9.8%
55 - 64	11.7%
65 - 74	10.2%
75 - 84	6.0%
85 +	3.7%
18 +	81.0%
2025 Population by Age	
Total	10,436
0 - 4	4.9%
5 - 9	5.1%
10 - 14	5.7%
15 - 24	21.2%
25 - 34	10.0%
35 - 44	11.2%
45 - 54	9.2%
55 - 64	11.0%
65 - 74	10.8%
75 - 84	7.1%
85 +	3.8%
18 +	80.6%
2010 Population by Sex	
Males	4,685
Females	5,189
2020 Population by Sex	
Males	4,920
Females	5,313
2025 Population by Sex	
Males	5,047
Females	5,389

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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

2020 Population by Race/Ethnicity

Total	10,232
White Alone	92.7%
Black Alone	2.7%
American Indian Alone	0.1%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.9%
Hispanic Origin	2.3%
Diversity Index	17.8

2025 Population by Race/Ethnicity

Total	10,435
White Alone	91.0%
Black Alone	3.4%
American Indian Alone	0.1%
Asian Alone	2.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.2%
Hispanic Origin	2.9%
Diversity Index	21.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 14, 2020

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2020 Population 25+ by Educational Attainment

Total	6,416
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	1.1%
High School Graduate	23.7%
GED/Alternative Credential	2.8%
Some College, No Degree	20.8%
Associate Degree	10.3%
Bachelor's Degree	24.6%
Graduate/Professional Degree	15.5%

2020 Population 15+ by Marital Status

Total	8,622
Never Married	38.3%
Married	48.1%
Widowed	6.9%
Divorced	6.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,975
Population 16+ Employed	89.3%
Population 16+ Unemployment rate	10.7%
Population 16-24 Employed	24.1%
Population 16-24 Unemployment rate	16.6%
Population 25-54 Employed	52.1%
Population 25-54 Unemployment rate	8.7%
Population 55-64 Employed	17.1%
Population 55-64 Unemployment rate	8.9%
Population 65+ Employed	6.7%
Population 65+ Unemployment rate	7.8%

2020 Employed Population 16+ by Industry

Total	5,335
Agriculture/Mining	1.1%
Construction	5.1%
Manufacturing	18.7%
Wholesale Trade	1.1%
Retail Trade	9.6%
Transportation/Utilities	2.7%
Information	0.7%
Finance/Insurance/Real Estate	9.8%
Services	48.2%
Public Administration	3.0%

2020 Employed Population 16+ by Occupation

Total	5,334
White Collar	66.8%
Management/Business/Financial	13.5%
Professional	28.7%
Sales	8.4%
Administrative Support	16.2%
Services	14.4%
Blue Collar	18.8%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	2.2%
Production	6.2%
Transportation/Material Moving	4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 14, 2020

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%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	183
Percent of Income for Mortgage	11.0%
Wealth Index	97

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%

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%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Waverly city,...

Top 3 Tapestry Segments

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

2020 Consumer Spending

Apparel & Services: Total \$	\$7,602,297
Average Spent	\$2,026.74
Spending Potential Index	94
Education: Total \$	\$6,063,985
Average Spent	\$1,616.63
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$11,793,745
Average Spent	\$3,144.16
Spending Potential Index	97
Food at Home: Total \$	\$19,067,268
Average Spent	\$5,083.25
Spending Potential Index	95
Food Away from Home: Total \$	\$13,347,260
Average Spent	\$3,558.32
Spending Potential Index	94
Health Care: Total \$	\$21,599,540
Average Spent	\$5,758.34
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$7,949,740
Average Spent	\$2,119.37
Spending Potential Index	97
Personal Care Products & Services: Total \$	\$3,352,475
Average Spent	\$893.75
Spending Potential Index	97
Shelter: Total \$	\$66,915,365
Average Spent	\$17,839.34
Spending Potential Index	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,757,722
Average Spent	\$2,334.77
Spending Potential Index	100
Travel: Total \$	\$8,543,654
Average Spent	\$2,277.70
Spending Potential Index	94
Vehicle Maintenance & Repairs: Total \$	\$4,381,124
Average Spent	\$1,167.99
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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Summary Demographics

2020 Population	10,233
2020 Households	3,751
2020 Median Disposable Income	\$55,775
2020 Per Capita Income	\$31,678

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

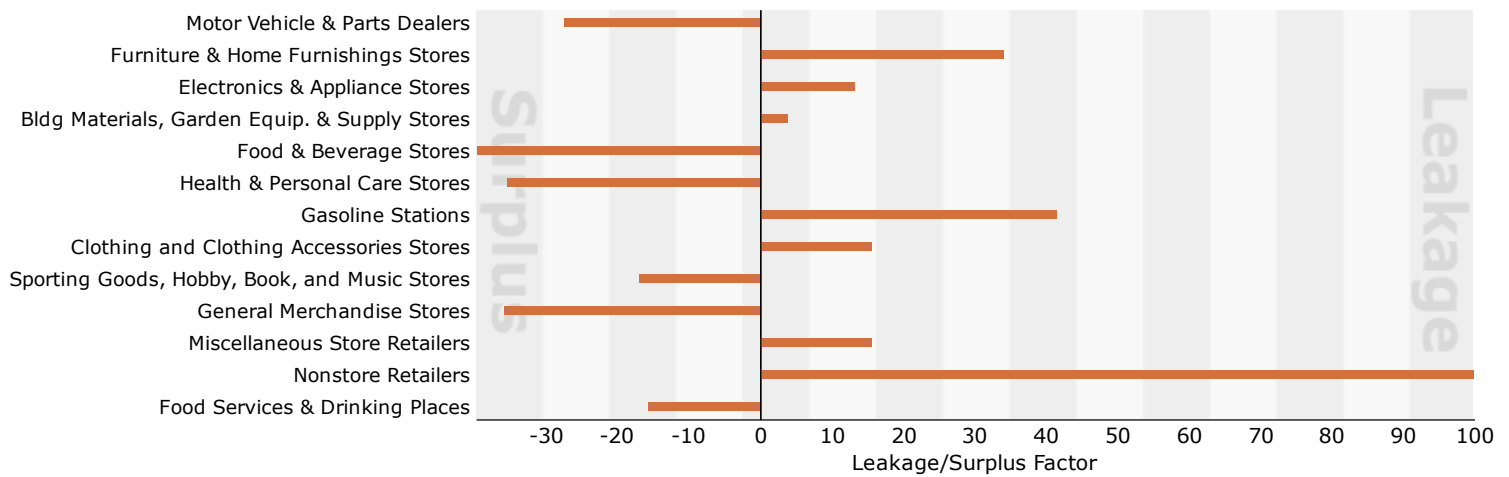
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$139,792,048	\$216,121,342	-\$76,329,294	-21.4	89
Total Retail Trade	44-45	\$127,366,024	\$199,073,346	-\$71,707,322	-22.0	58
Total Food & Drink	722	\$12,426,024	\$17,047,996	-\$4,621,972	-15.7	31
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of 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.

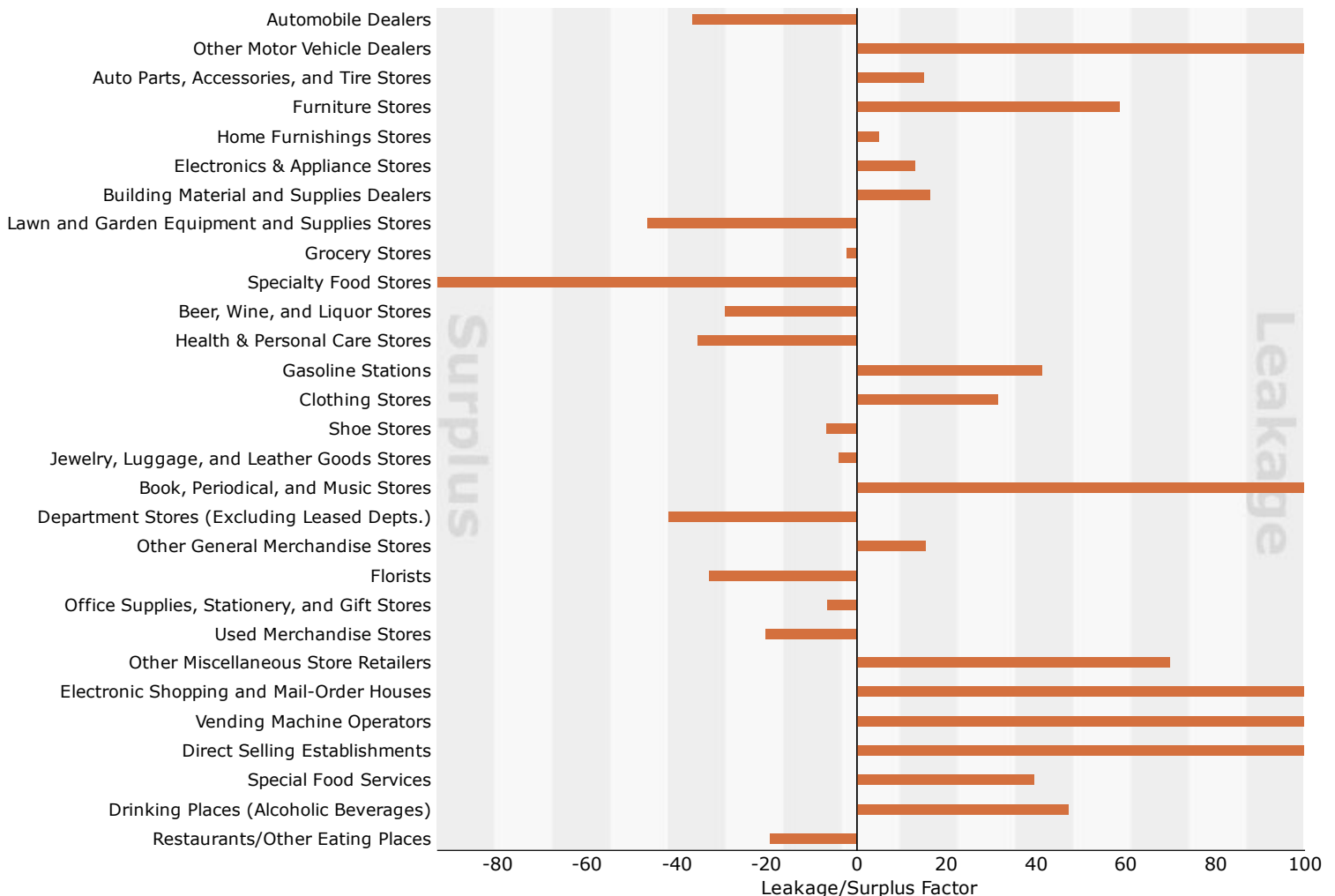
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector

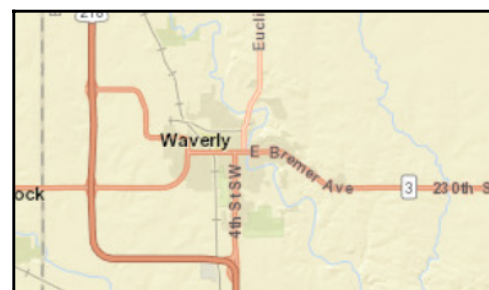
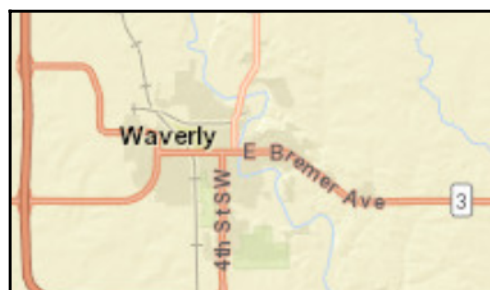
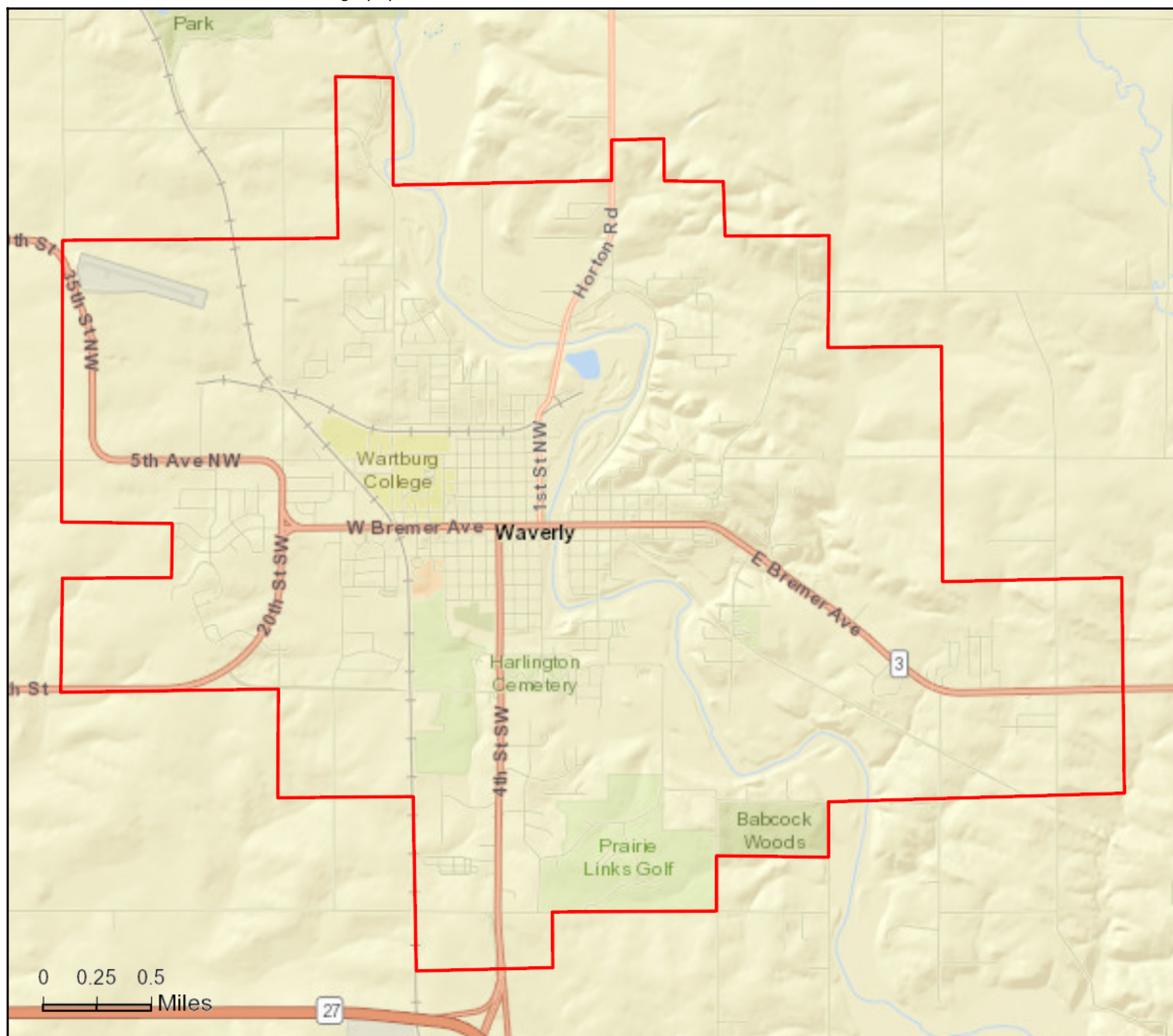


2017 Leakage/Surplus Factor by Industry Group



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

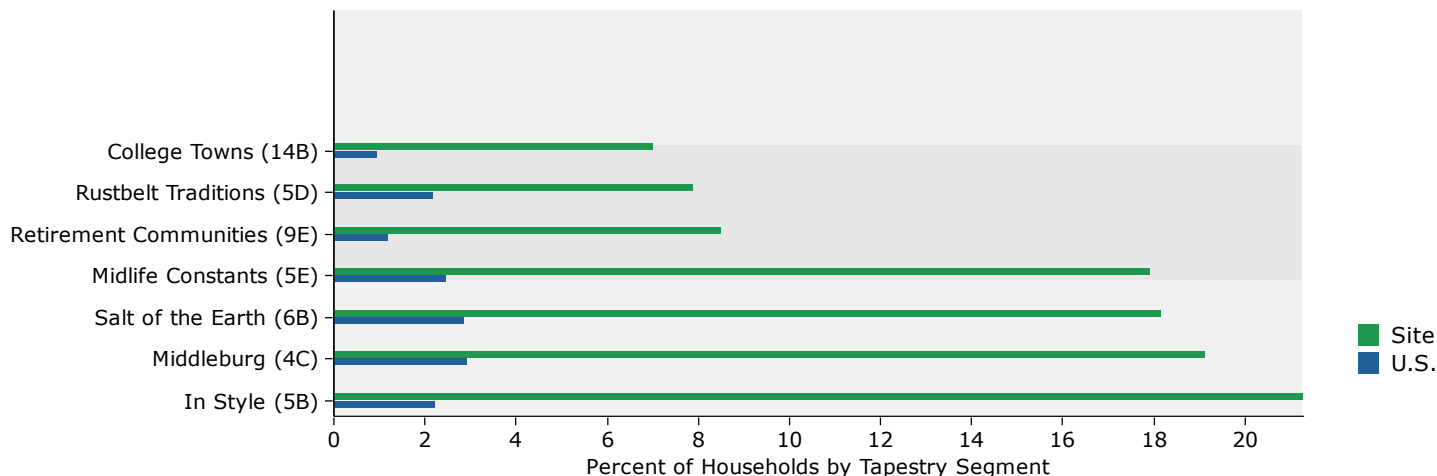
Iowa Downtown Resource Center



Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	21.3%	21.3%	2.2%	2.2%	949
2	Middleburg (4C)	19.1%	40.4%	2.9%	5.1%	651
3	Salt of the Earth (6B)	18.2%	58.6%	2.9%	8.0%	635
4	Midlife Constants (5E)	17.9%	76.6%	2.5%	10.5%	727
5	Retirement Communities (9E)	8.5%	85.1%	1.2%	11.7%	705
Subtotal		85.0%		11.7%		
6	Rustbelt Traditions (5D)	7.9%	93.0%	2.2%	13.9%	362
7	College Towns (14B)	7.0%	100.0%	1.0%	14.9%	737
Subtotal		14.9%		3.2%		
Total		100.0%		14.9%		673

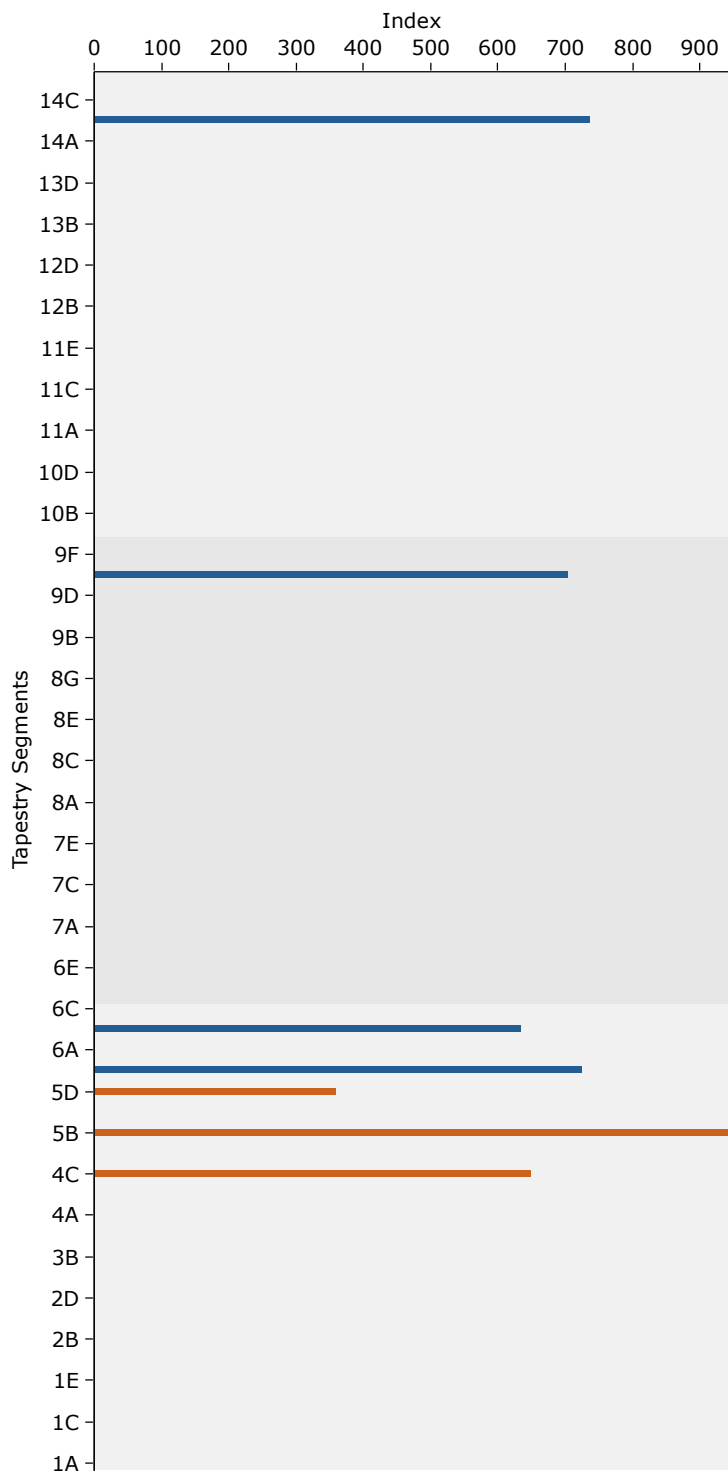
Top Ten Tapestry Segments Site vs. U.S.



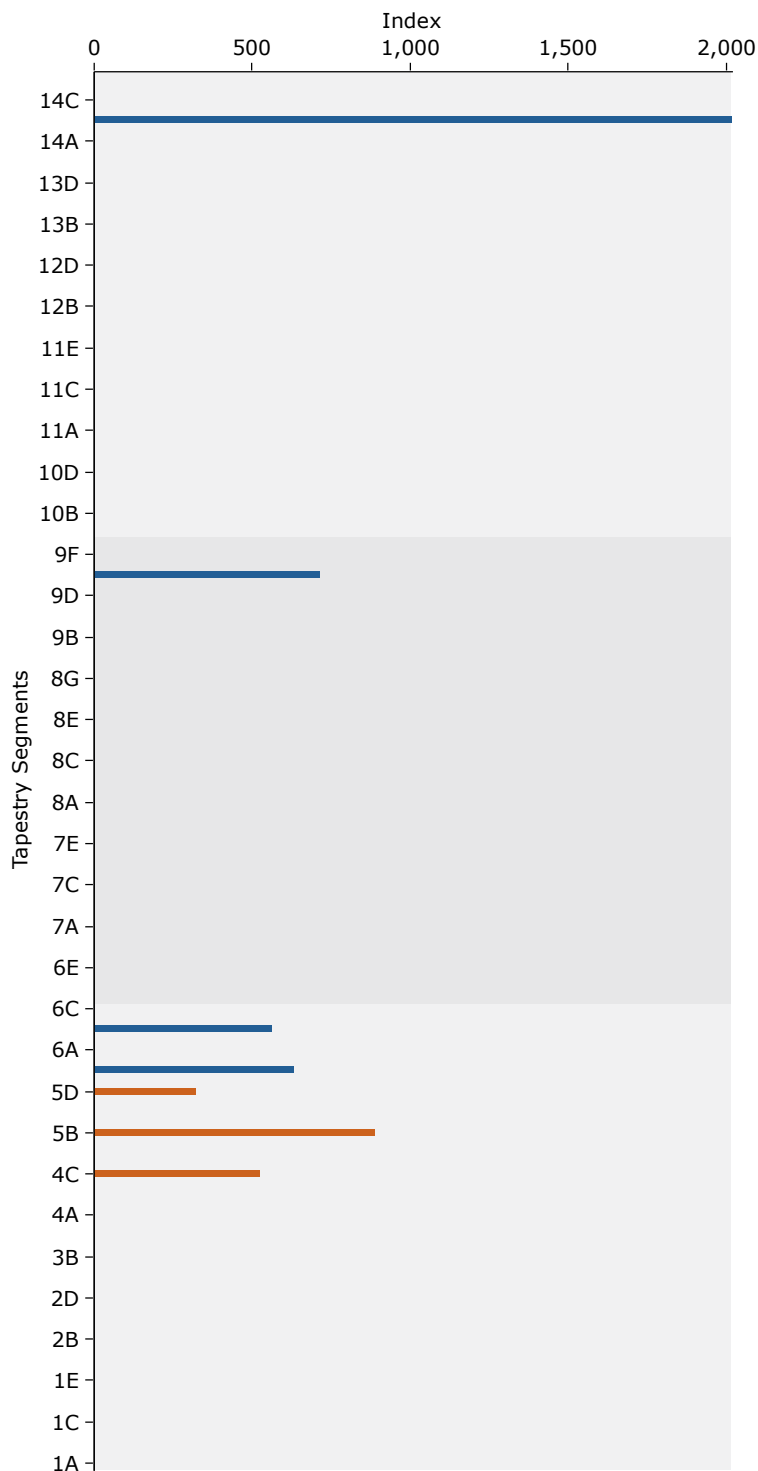
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

2020 Tapestry Indexes by Households



2020 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 LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,751	100.0%		8,289	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	718	19.1%	252	1,277	15.4%	194
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	718	19.1%	651	1,277	15.4%	525
5. GenXurban	1,768	47.1%	417	3,332	40.2%	371
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	799	21.3%	949	1,547	18.7%	893
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	296	7.9%	362	554	6.7%	326
Midlife Constants (5E)	673	17.9%	727	1,231	14.9%	637
6. Cozy Country Living	682	18.2%	151	1,352	16.3%	137
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	682	18.2%	635	1,352	16.3%	568
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. Ethnic Enclaves	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
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

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Source: Esri



tapestry_profileNEW

Waverly city, IA (1982875)

Geography: Place

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,751	100.0%		8,289	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	319	8.5%	147	599	7.2%	144
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)	319	8.5%	705	599	7.2%	718
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
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
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (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
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
14. Scholars and Patriots	264	7.0%	437	1,729	20.9%	916
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	264	7.0%	737	1,729	20.9%	2,022
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

October 14, 2020



Waverly city, IA (1982875)

Geography: Place

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,751	100.0%		8,289	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	296	7.9%	48	554	6.7%	38
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	296	7.9%	362	554	6.7%	326
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
3. Metro Cities	1,382	36.8%	203	3,875	46.7%	279
In Style (5B)	799	21.3%	949	1,547	18.7%	893
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)	319	8.5%	705	599	7.2%	718
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)	264	7.0%	737	1,729	20.9%	2,022
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



Waverly city, IA (1982875)

Geography: Place

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,751	100.0%		8,289	100.0%	
4. Suburban Periphery	673	17.9%	56	1,231	14.9%	45
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	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)	673	17.9%	727	1,231	14.9%	637
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	718	19.1%	204	1,277	15.4%	170
Middleburg (4C)	718	19.1%	651	1,277	15.4%	525
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
6. Rural	682	18.2%	108	1,352	16.3%	96
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	682	18.2%	635	1,352	16.3%	568
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