

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

Waverly city,...

## Population

2010 Population	9,850
2020 Population	10,394
2023 Population	10,549
2028 Population	10,747
2010-2020 Annual Rate	0.54%
2020-2023 Annual Rate	0.46%
2023-2028 Annual Rate	0.37%
2023 Male Population	48.6%
2023 Female Population	51.4%
2023 Median Age	37.8

In the identified area, the current year population is 10,549. In 2020, the Census count in the area was 10,394. The rate of change since 2020 was 0.46% annually. The five-year projection for the population in the area is 10,747 representing a change of 0.37% annually from 2023 to 2028. Currently, the population is 48.6% male and 51.4% female.

## Median Age

The median age in this area is 37.8, compared to U.S. median age of 39.1.

## Race and Ethnicity

2023 White Alone	91.2%
2023 Black Alone	2.5%
2023 American Indian/Alaska Native Alone	0.3%
2023 Asian Alone	1.5%
2023 Pacific Islander Alone	0.0%
2023 Other Race	0.9%
2023 Two or More Races	3.6%
2023 Hispanic Origin (Any Race)	3.0%

Persons of Hispanic origin represent 3.0% of the population in the identified area compared to 19.4% 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 21.4 in the identified area, compared to 72.1 for the U.S. as a whole.

## Households

2023 Wealth Index	76
2010 Households	3,552
2020 Households	3,823
2023 Households	3,924
2028 Households	4,029
2010-2020 Annual Rate	0.74%
2020-2023 Annual Rate	0.81%
2023-2028 Annual Rate	0.53%
2023 Average Household Size	2.33

The household count in this area has changed from 3,823 in 2020 to 3,924 in the current year, a change of 0.81% annually. The five-year projection of households is 4,029, a change of 0.53% annually from the current year total. Average household size is currently 2.33, compared to 2.35 in the year 2020. The number of families in the current year is 2,456 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

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## Mortgage Income

2023 Percent of Income for Mortgage	17.4%
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## Median Household Income

2023 Median Household Income	\$72,215
2028 Median Household Income	\$77,878
2023-2028 Annual Rate	1.52%

## Average Household Income

2023 Average Household Income	\$89,811
2028 Average Household Income	\$99,592
2023-2028 Annual Rate	2.09%

## Per Capita Income

2023 Per Capita Income	\$33,708
2028 Per Capita Income	\$37,631
2023-2028 Annual Rate	2.23%

## GINI Index

2023 Gini Index	37.2
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## Households by Income

Current median household income is \$72,215 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$77,878 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$89,811 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$99,592 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$33,708 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$37,631 in five years, compared to \$47,525 for all U.S. households

## Housing

2023 Housing Affordability Index	128
2010 Total Housing Units	3,742
2010 Owner Occupied Housing Units	2,592
2010 Renter Occupied Housing Units	960
2010 Vacant Housing Units	190
2020 Total Housing Units	4,166
2020 Vacant Housing Units	343
2023 Total Housing Units	4,318
2023 Owner Occupied Housing Units	3,113
2023 Renter Occupied Housing Units	811
2023 Vacant Housing Units	394
2028 Total Housing Units	4,432
2028 Owner Occupied Housing Units	3,232
2028 Renter Occupied Housing Units	797
2028 Vacant Housing Units	403

## Socioeconomic Status Index

2023 Socioeconomic Status Index	56.9
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Currently, 72.1% of the 4,318 housing units in the area are owner occupied; 18.8%, renter occupied; and 9.1% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 4,166 housing units in the area and 8.2% vacant housing units. The annual rate of change in housing units since 2020 is 1.11%. Median home value in the area is \$208,673, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.93% annually to \$218,515.

**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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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



## Housing Profile

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Population		Households	
2010 Total Population	9,850	2023 Median Household Income	\$72,215
2020 Total Population	10,394	2028 Median Household Income	\$77,878
2023 Total Population	10,549	2023-2028 Annual Rate	1.52%
2028 Total Population	10,747		
2023-2028 Annual Rate	0.37%		

Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,742	100.0%	4,318	100.0%	4,432	100.0%
Occupied	3,552	94.9%	3,924	90.9%	4,029	90.9%
Owner	2,592	69.3%	3,113	72.1%	3,232	72.9%
Renter	960	25.7%	811	18.8%	797	18.0%
Vacant	190	5.1%	394	9.1%	403	9.1%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	3,113	100.0%	3,232	100.0%
<\$50,000	69	2.2%	66	2.0%
\$50,000-\$99,999	127	4.1%	119	3.7%
\$100,000-\$149,999	674	21.7%	659	20.4%
\$150,000-\$199,999	593	19.0%	575	17.8%
\$200,000-\$249,999	539	17.3%	532	16.5%
\$250,000-\$299,999	494	15.9%	561	17.4%
\$300,000-\$399,999	377	12.1%	424	13.1%
\$400,000-\$499,999	168	5.4%	213	6.6%
\$500,000-\$749,999	33	1.1%	40	1.2%
\$750,000-\$999,999	29	0.9%	35	1.1%
\$1,000,000-\$1,499,999	7	0.2%	7	0.2%
\$1,500,000-\$1,999,999	3	0.1%	1	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$208,673	\$218,515
Average Value	\$232,557	\$240,695

Census 2010 Housing Units	Number	Percent
Total	3,742	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	3,132	83.7%
Rural Housing Units	610	16.3%

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

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

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### Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	2,592	100.0%
Owned with a Mortgage/Loan	1,685	65.0%
Owned Free and Clear	907	35.0%

### Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	189	100.0%
For Rent	38	20.1%
Rented- Not Occupied	7	3.7%
For Sale Only	42	22.2%
Sold - Not Occupied	18	9.5%
Seasonal/Recreational/Occasional Use	24	12.7%
For Migrant Workers	0	0.0%
Other Vacant	60	31.7%

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	3,551	2,592	73.0%
15-24	229	36	15.7%
25-34	500	306	61.2%
35-44	548	411	75.0%
45-54	615	486	79.0%
55-64	608	520	85.5%
65-74	453	388	85.7%
75-84	375	298	79.5%
85+	223	147	65.9%

### Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	3,554	2,593	73.0%
White Alone	3,490	2,566	73.5%
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	26	10	38.5%

### Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	3,554	2,594	73.0%
1-Person	1,002	553	55.2%
2-Person	1,400	1,129	80.6%
3-Person	463	341	73.7%
4-Person	430	357	83.0%
5-Person	186	153	82.3%
6-Person	55	46	83.6%
7+ Person	18	15	83.3%

### 2023 Housing Affordability

Housing Affordability Index	128
Percent of Income for Mortgage	17.4%

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

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## Population Summary

2010 Total Population	9,850
2020 Total Population	10,394
2020 Group Quarters	1,404
2023 Total Population	10,549
2023 Group Quarters	1,404
2028 Total Population	10,747
2023-2028 Annual Rate	0.37%
2023 Total Daytime Population	13,417
Workers	8,431
Residents	4,986

## Household Summary

2010 Households	3,552
2010 Average Household Size	2.33
2020 Total Households	3,823
2020 Average Household Size	2.35
2023 Households	3,924
2023 Average Household Size	2.33
2028 Households	4,029
2028 Average Household Size	2.32
2023-2028 Annual Rate	0.53%
2010 Families	2,304
2010 Average Family Size	2.84
2023 Families	2,456
2023 Average Family Size	2.92
2028 Families	2,502
2028 Average Family Size	2.91
2023-2028 Annual Rate	0.37%

## Housing Unit Summary

2000 Housing Units	3,407
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	4.8%
2010 Housing Units	3,742
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	5.1%
2020 Housing Units	4,166
Vacant Housing Units	8.2%
2023 Housing Units	4,318
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	9.1%
2028 Housing Units	4,432
Owner Occupied Housing Units	72.9%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	9.1%

## Median Household Income

2023	\$72,215
2028	\$77,878

## Median Home Value

2023	\$208,673
2028	\$218,515

## Per Capita Income

2023	\$33,708
2028	\$37,631

## Median Age

2010	33.5
2023	37.8
2028	38.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

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## Market Profile

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### 2023 Households by Income

Household Income Base	3,924
<\$15,000	7.7%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	21.1%
\$150,000 - \$199,999	9.1%
\$200,000+	3.7%
Average Household Income	\$89,811

### 2028 Households by Income

Household Income Base	4,029
<\$15,000	6.7%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	11.5%
\$200,000+	4.2%
Average Household Income	\$99,592

### 2023 Owner Occupied Housing Units by Value

Total	3,113
<\$50,000	2.2%
\$50,000 - \$99,999	4.1%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	19.0%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	12.1%
\$400,000 - \$499,999	5.4%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$232,557

### 2028 Owner Occupied Housing Units by Value

Total	3,232
<\$50,000	2.0%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	16.5%
\$250,000 - \$299,999	17.4%
\$300,000 - \$399,999	13.1%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$240,695

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

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### 2010 Population by Age

Total	9,847
0 - 4	5.4%
5 - 9	5.2%
10 - 14	5.7%
15 - 24	25.2%
25 - 34	10.1%
35 - 44	9.7%
45 - 54	11.3%
55 - 64	10.7%
65 - 74	7.6%
75 - 84	5.7%
85 +	3.5%
18 +	79.9%

### 2023 Population by Age

Total	10,549
0 - 4	4.7%
5 - 9	5.2%
10 - 14	5.4%
15 - 24	20.0%
25 - 34	11.6%
35 - 44	10.3%
45 - 54	9.6%
55 - 64	11.6%
65 - 74	11.3%
75 - 84	6.8%
85 +	3.4%
18 +	81.4%

### 2028 Population by Age

Total	10,747
0 - 4	4.8%
5 - 9	5.0%
10 - 14	5.6%
15 - 24	19.7%
25 - 34	10.1%
35 - 44	11.7%
45 - 54	9.4%
55 - 64	10.4%
65 - 74	11.3%
75 - 84	8.0%
85 +	3.9%
18 +	81.1%

### 2010 Population by Sex

Males	4,680
Females	5,171

### 2023 Population by Sex

Males	5,130
Females	5,419

### 2028 Population by Sex

Males	5,227
Females	5,520

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

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### 2010 Population by Race/Ethnicity

Total	9,852
White Alone	95.4%
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	11.4

### 2020 Population by Race/Ethnicity

Total	10,394
White Alone	91.8%
Black Alone	2.2%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	3.4%
Hispanic Origin	2.7%
Diversity Index	20.1

### 2023 Population by Race/Ethnicity

Total	10,549
White Alone	91.2%
Black Alone	2.5%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.6%
Hispanic Origin	3.0%
Diversity Index	21.4

### 2028 Population by Race/Ethnicity

Total	10,747
White Alone	90.3%
Black Alone	2.8%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	4.0%
Hispanic Origin	3.4%
Diversity Index	23.6

### 2010 Population by Relationship and Household Type

Total	9,850
In Households	84.1%
In Family Households	67.6%
Householder	23.3%
Spouse	19.6%
Child	22.7%
Other relative	0.8%
Nonrelative	1.1%
In Nonfamily Households	16.5%
In Group Quarters	15.9%
Institutionalized Population	2.3%
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.

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### 2023 Population 25+ by Educational Attainment

Total	6,815
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	24.1%
GED/Alternative Credential	2.3%
Some College, No Degree	15.1%
Associate Degree	13.3%
Bachelor's Degree	25.3%
Graduate/Professional Degree	16.2%

### 2023 Population 15+ by Marital Status

Total	8,929
Never Married	37.8%
Married	49.0%
Widowed	5.9%
Divorced	7.3%

### 2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,774
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	23.6%
Population 16-24 Unemployment rate	6.1%
Population 25-54 Employed	53.7%
Population 25-54 Unemployment rate	1.0%
Population 55-64 Employed	15.7%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	7.0%
Population 65+ Unemployment rate	2.5%

### 2023 Employed Population 16+ by Industry

Total	5,628
Agriculture/Mining	1.3%
Construction	4.9%
Manufacturing	12.5%
Wholesale Trade	1.4%
Retail Trade	7.7%
Transportation/Utilities	4.7%
Information	1.1%
Finance/Insurance/Real Estate	8.8%
Services	55.6%
Public Administration	2.2%

### 2023 Employed Population 16+ by Occupation

Total	5,628
White Collar	62.9%
Management/Business/Financial	19.3%
Professional	26.9%
Sales	6.1%
Administrative Support	10.6%
Services	18.4%
Blue Collar	18.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	2.2%
Production	4.6%
Transportation/Material Moving	7.2%

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### 2010 Households by Type

Total	3,553
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	64.8%
Husband-wife Families	54.5%
With Related Children	20.8%
Other Family (No Spouse Present)	10.3%
Other Family with Male Householder	2.5%
With Related Children	1.9%
Other Family with Female Householder	7.8%
With Related Children	5.6%
Nonfamily Households	7.0%

All Households with Children	28.7%
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Multigenerational Households	1.0%
Unmarried Partner Households	5.1%
Male-female	4.7%
Same-sex	0.4%

### 2010 Households by Size

Total	3,551
1 Person Household	28.2%
2 Person Household	39.4%
3 Person Household	13.0%
4 Person Household	12.1%
5 Person Household	5.2%
6 Person Household	1.5%
7 + Person Household	0.5%

### 2010 Households by Tenure and Mortgage Status

Total	3,552
Owner Occupied	73.0%
Owned with a Mortgage/Loan	47.4%
Owned Free and Clear	25.5%
Renter Occupied	27.0%

### 2023 Affordability, Mortgage and Wealth

Housing Affordability Index	128
Percent of Income for Mortgage	17.4%
Wealth Index	76

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,742
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	83.7%
Rural Housing Units	16.3%

### 2010 Population By Urban/ Rural Status

Total Population	9,850
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	85.3%
Rural Population	14.7%

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

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### Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Middleburg (4C)
3. In Style (5B)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$7,167,267
Average Spent	\$1,826.52
Spending Potential Index	83
Education: Total \$	\$5,614,872
Average Spent	\$1,430.91
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$12,731,334
Average Spent	\$3,244.48
Spending Potential Index	86
Food at Home: Total \$	\$22,324,232
Average Spent	\$5,689.15
Spending Potential Index	84
Food Away from Home: Total \$	\$12,116,980
Average Spent	\$3,087.92
Spending Potential Index	83
Health Care: Total \$	\$25,680,946
Average Spent	\$6,544.58
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$9,815,464
Average Spent	\$2,501.39
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$3,162,992
Average Spent	\$806.06
Spending Potential Index	84
Shelter: Total \$	\$80,032,974
Average Spent	\$20,395.76
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,773,801
Average Spent	\$2,745.62
Spending Potential Index	88
Travel: Total \$	\$7,435,999
Average Spent	\$1,895.00
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$4,424,114
Average Spent	\$1,127.45
Spending Potential Index	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

October 10, 2023



## Retail Marketplace Potential

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Demographic Summary		2023	2028
Population		10,549	10,747
Population 18+		8,583	8,717
Households		3,924	4,029
Median Household Income		\$72,215	\$77,878

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	5,461	63.6%	104
Bought Women`s Clothing/12 Mo	4,377	51.0%	98
Bought Shoes/12 Mo	6,399	74.6%	100
Bought Fine Jewelry/12 Mo	1,657	19.3%	94
Bought Watch/12 Mo	1,067	12.4%	90
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	3,724	94.9%	104
HH Bought or Leased New Vehicle/12 Mo	419	10.7%	106
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	8,038	93.7%	104
Bought or Changed Motor Oil/12 Mo	4,704	54.8%	107
Had Vehicle Tune-Up/12 Mo	2,138	24.9%	101
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	3,116	36.3%	98
Drank Beer or Ale/6 Mo	3,423	39.9%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,009	11.8%	107
Own Digital SLR Camera or Camcorder	905	10.5%	98
Printed Digital Photos/12 Mo	2,426	28.3%	105
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	2,971	34.6%	99
Have a Smartphone	8,031	93.6%	100
Have Android Phone (Any Brand) Smartphone	3,400	39.6%	102
Have Apple iPhone Smartphone	4,730	55.1%	98
HH Owns 1 Cell Phone	1,260	32.1%	105
HH Owns 2 Cell Phones	1,606	40.9%	105
HH Owns 3+ Cell Phones	989	25.2%	88
HH Has Cell Phone Only (No Landline Telephone)	2,771	70.6%	103
<b>Computers (Households)</b>			
HH Owns Computer	3,404	86.7%	101
HH Owns Desktop Computer	1,593	40.6%	101
HH Owns Laptop or Notebook	2,781	70.9%	101
HH Owns Apple/Mac Brand Computer	846	21.6%	89
HH Owns PC/Non-Apple Brand Computer	2,895	73.8%	104
HH Purchased Most Recent Home Computer at Store	1,586	40.4%	104
HH Purchased Most Recent Home Computer Online	1,095	27.9%	102
HH Spent \$1-499 on Most Recent Home Computer	665	16.9%	107
HH Spent \$500-999 on Most Recent Home Computer	884	22.5%	111
HH Spent \$1K-1499 on Most Recent Home Computer	456	11.6%	96
HH Spent \$1500-1999 on Most Recent Home Computer	168	4.3%	93
HH Spent \$2K+ on Most Recent Home Computer	185	4.7%	87

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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## Retail Marketplace Potential

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	5,671	66.1%	103
Bought Brewed Coffee at C-Store/30 Days	995	11.6%	96
Bought Cigarettes at C-Store/30 Days	562	6.5%	107
Bought Gas at C-Store/30 Days	3,680	42.9%	109
Spent \$1-19 at C-Store/30 Days	658	7.7%	104
Spent \$20-39 at C-Store/30 Days	814	9.5%	96
Spent \$40-50 at C-Store/30 Days	740	8.6%	111
Spent \$51-99 at C-Store/30 Days	635	7.4%	121
Spent \$100+ at C-Store/30 Days	1,876	21.9%	105
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	3,035	35.4%	96
Went to Live Theater/12 Mo	632	7.4%	108
Went to Bar or Night Club/12 Mo	1,530	17.8%	110
Dined Out/12 Mo	4,755	55.4%	106
Gambled at Casino/12 Mo	878	10.2%	95
Visited Theme Park/12 Mo	894	10.4%	90
Viewed Movie (Video-on-Demand)/30 Days	817	9.5%	86
Viewed TV Show (Video-on-Demand)/30 Days	589	6.9%	91
Used Internet to Download Movie/30 Days	470	5.5%	91
Downloaded Individual Song/6 Mo	1,671	19.5%	97
Used Internet to Watch Movie/30 Days	2,872	33.5%	98
Used Internet to Watch TV Program/30 Days	1,951	22.7%	103
Played (Console) Video or Electronic Game/12 Mo	1,175	13.7%	107
Played (Portable) Video or Electronic Game/12 Mo	576	6.7%	101
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	3,341	38.9%	102
Used ATM or Cash Machine/12 Mo	5,304	61.8%	98
Own Any Stock	1,346	15.7%	105
Own U.S. Savings Bonds	633	7.4%	104
Own Shares in Mutual Fund (Stocks)	1,285	15.0%	109
Own Shares in Mutual Fund (Bonds)	771	9.0%	105
Have Interest Checking Account	3,638	42.4%	108
Have Non-Interest Checking Account	3,359	39.1%	103
Have Savings Account	6,549	76.3%	103
Have 401(k) Retirement Savings Plan	2,170	25.3%	104
Own or Used Any Credit/Debit Card/12 Mo	8,026	93.5%	101
Avg \$1-110 Monthly Credit Card Expenditures	1,037	12.1%	105
Avg \$111-225 Monthly Credit Card Expenditures	676	7.9%	103
Avg \$226-450 Monthly Credit Card Expenditures	753	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	803	9.4%	102
Avg \$701-1000 Monthly Credit Card Expenditures	759	8.8%	108
Avg \$1001-2000 Monthly Credit Card Expenditures	1,004	11.7%	100
Avg \$2001+ Monthly Credit Card Expenditures	882	10.3%	93
Did Banking Online/12 Mo	5,197	60.5%	103
Did Banking by Mobile Device/12 Mo	4,168	48.6%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 10, 2023



## Retail Marketplace Potential

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	3,721	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	2,797	71.3%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	612	15.6%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,347	59.8%	99
HH Used Fresh Fruit or Vegetables/6 Mo	3,498	89.1%	101
HH Used Fresh Milk/6 Mo	3,282	83.6%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,347	59.8%	87
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	4,293	50.0%	102
Exercise at Club 2+ Times/Wk	1,016	11.8%	101
Visited Doctor/12 Mo	7,007	81.6%	102
Used Vitamins or Dietary Supplements/6 Mo	5,594	65.2%	99
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	1,709	43.6%	111
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,236	31.5%	103
HH Purchased Low Ticket HH Furnishing/12 Mo	986	25.1%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	1,143	29.1%	102
HH Bought Small Kitchen Appliance/12 Mo	1,005	25.6%	98
HH Bought Large Kitchen Appliance/12 Mo	667	17.0%	104
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	4,520	52.7%	103
Personally Carry Any Med/Hosp/Accident Insur	7,538	87.8%	103
Homeowner Carries Home/Personal Property Insurance	5,701	66.4%	108
Renter Carries Home/Pers Property Insurance	1,044	12.2%	102
HH Has 1 Vehicle Covered w/Auto Insurance	1,183	30.1%	98
HH Has 2 Vehicles Covered w/Auto Insurance	1,341	34.2%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	1,112	28.3%	107
<b>Pets (Households)</b>			
HH Owns Cat	1,014	25.8%	112
HH Owns Dog	1,684	42.9%	109
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,564	18.2%	98
Buying American Is Important: 4-Agr Cmpl	2,982	34.7%	108
Buy Based on Quality Not Price: 4-Agr Cmpl	1,226	14.3%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,017	11.8%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	918	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,052	12.3%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	2,359	27.5%	101
Am Interested in How to Help Env: 4-Agr Cmpl	1,564	18.2%	98
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	1,545	18.0%	95
Bought Hardcover Book/12 Mo	2,410	28.1%	104
Bought Paperback Book/12 Mo	3,048	35.5%	104
Read Daily Newspaper (Paper Version)	1,321	15.4%	100
Read Digital Newspaper/30 Days	4,258	49.6%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	7,470	87.0%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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## Retail Marketplace Potential

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	5,891	68.6%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,799	21.0%	102
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	779	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,244	37.8%	97
Ordered Eat-In Fast Food/6 Mo	1,847	21.5%	105
Ordered Home Delivery Fast Food/6 Mo	979	11.4%	85
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,437	63.3%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,773	20.7%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	4,932	57.5%	98
Own E-Reader	1,236	14.4%	100
Own E-Reader/Tablet: Apple iPad	2,937	34.2%	92
HH Owns Internet Connectable TV	1,751	44.6%	104
Own Portable MP3 Player	974	11.3%	101
HH Owns 1 TV	702	17.9%	98
HH Owns 2 TVs	1,152	29.4%	104
HH Owns 3 TVs	906	23.1%	101
HH Owns 4+ TVs	901	23.0%	102
HH Subscribes to Cable TV	1,390	35.4%	104
HH Subscribes to Fiber Optic TV	152	3.9%	74
HH Owns Portable GPS Device	939	23.9%	115
HH Purchased Video Game System/12 Mo	212	5.4%	67
HH Owns Internet Video Device for TV	2,089	53.2%	101
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	4,788	55.8%	104
Took 3+ Domestic Non-Business Trips/12 Mo	1,228	14.3%	103
Spent \$1-999 on Domestic Vacations/12 Mo	1,286	15.0%	109
Spent \$1K-1499 on Domestic Vacations/12 Mo	557	6.5%	102
Spent \$1500-1999 on Domestic Vacations/12 Mo	368	4.3%	112
Spent \$2K-2999 on Domestic Vacations/12 Mo	356	4.1%	104
Spent \$3K+ on Domestic Vacations/12 Mo	590	6.9%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	447	5.2%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,485	29.0%	87
Took 3+ Foreign Trips by Plane/3 Yrs	481	5.6%	77
Spent \$1-999 on Foreign Vacations/12 Mo	616	7.2%	92
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	178	2.1%	68
Spent \$3K+ on Foreign Vacations/12 Mo	283	3.3%	78
Used General Travel Site: Foreign Trip/3 Yrs	459	5.3%	84
Spent Night at Hotel or Motel/12 Mo	4,023	46.9%	103
Took Cruise of More Than One Day/3 Yrs	828	9.6%	95
Member of Frequent Flyer Program	2,217	25.8%	94
Member of Hotel Rewards Program	2,548	29.7%	103

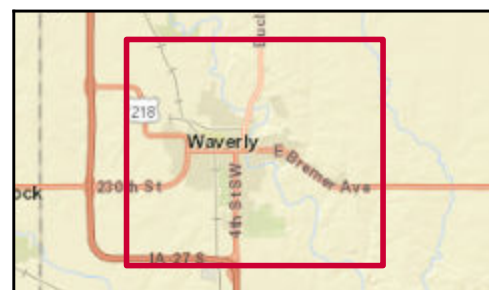
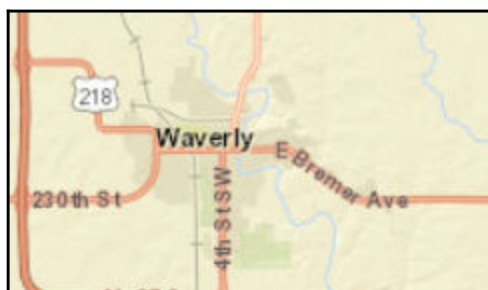
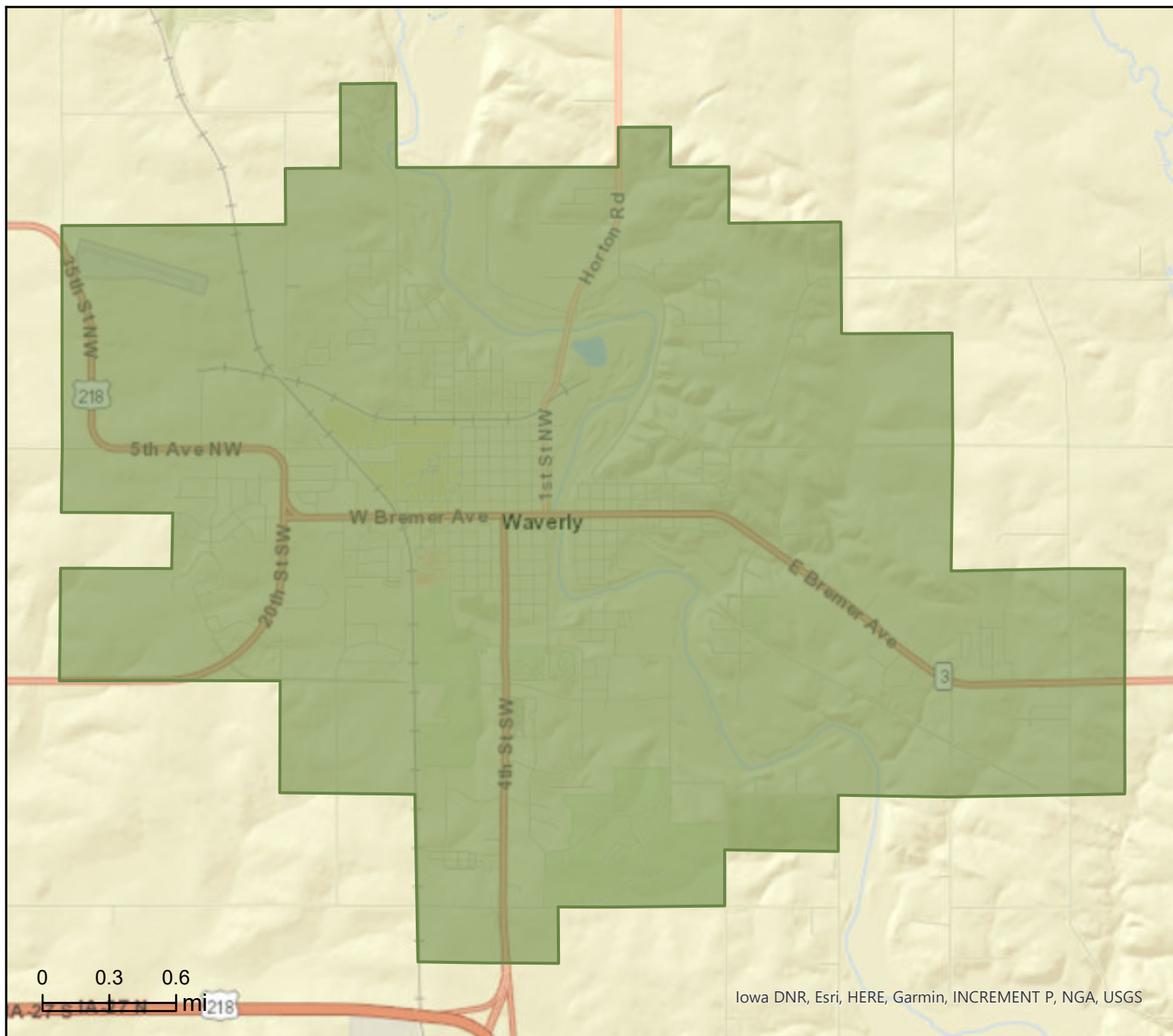
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Waverly City, IA  
Waverly City, IA (1982875)  
Geography: Place

Prepared by Esri



October 10, 2023



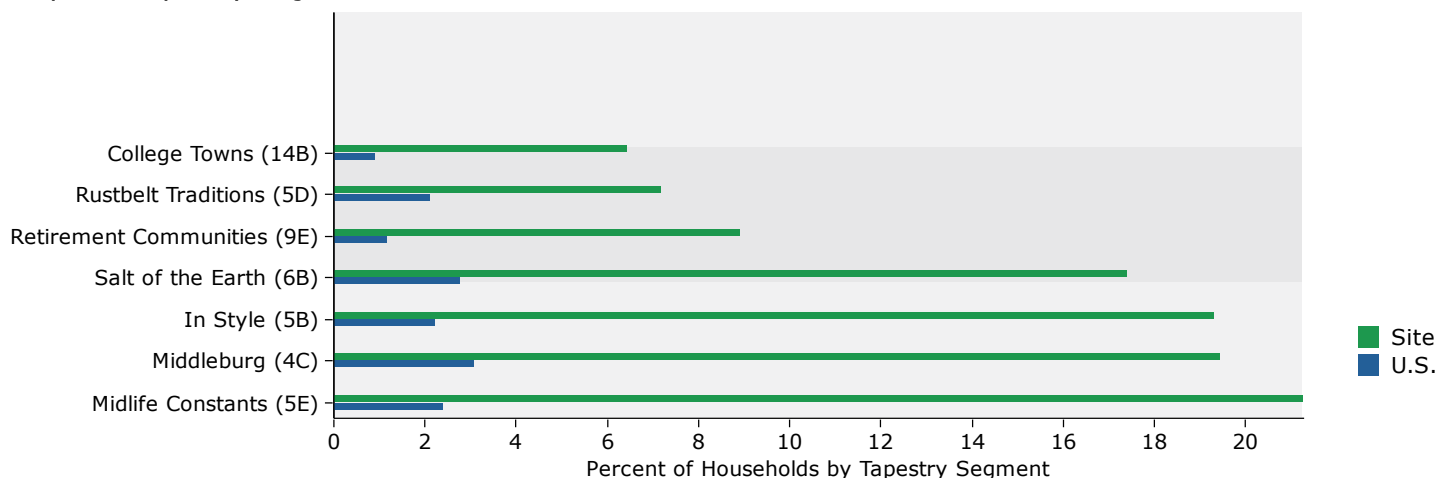
# Dominant Tapestry Site Map

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

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.3%	21.3%	2.4%	2.4%	882
2	Middleburg (4C)	19.4%	40.7%	3.1%	5.5%	629
3	In Style (5B)	19.3%	60.0%	2.2%	7.7%	865
4	Salt of the Earth (6B)	17.4%	77.4%	2.8%	10.5%	625
5	Retirement Communities (9E)	8.9%	86.4%	1.2%	11.7%	751
	<b>Subtotal</b>	<b>86.3%</b>		<b>11.7%</b>		
6	Rustbelt Traditions (5D)	7.2%	93.6%	2.1%	13.8%	336
7	College Towns (14B)	6.4%	100.0%	0.9%	14.8%	690
	<b>Subtotal</b>	<b>13.6%</b>		<b>3.0%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>14.8%</b>		<b>677</b>

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

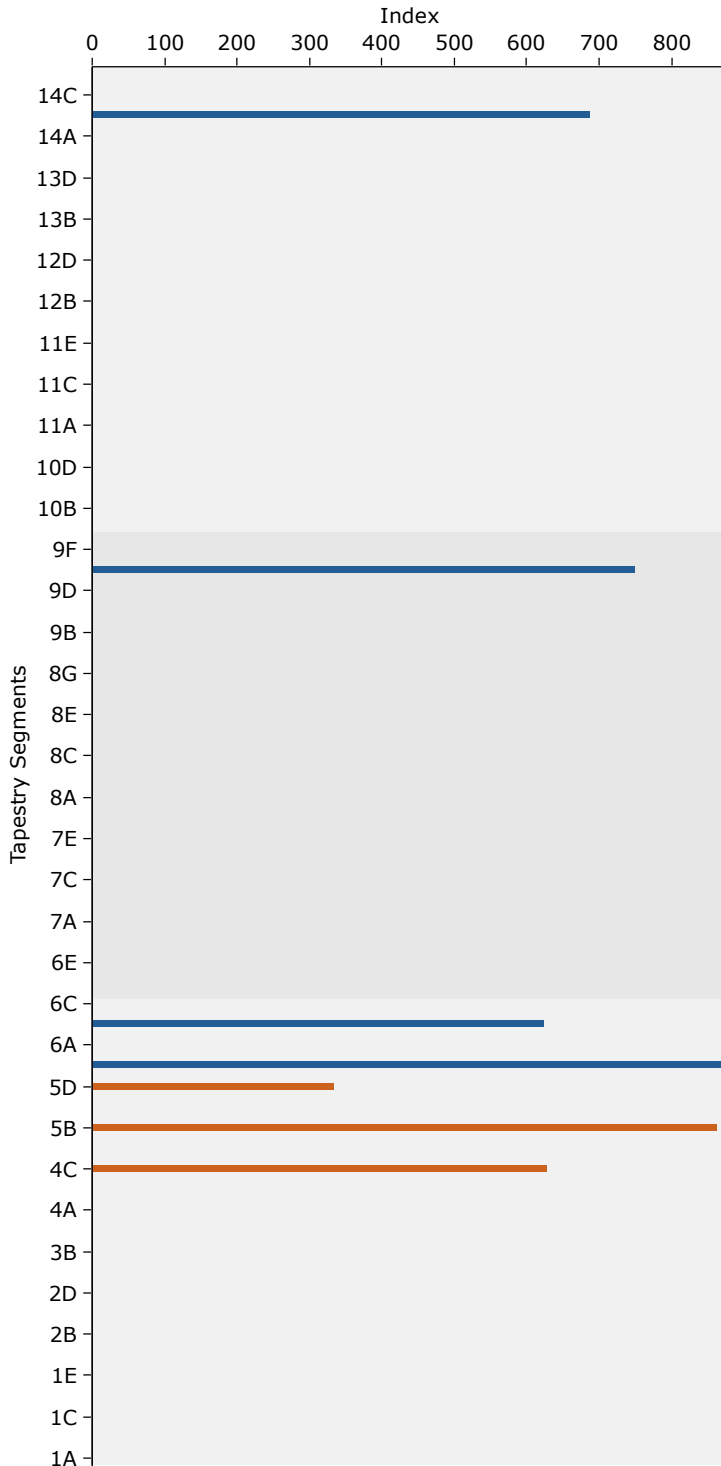


**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

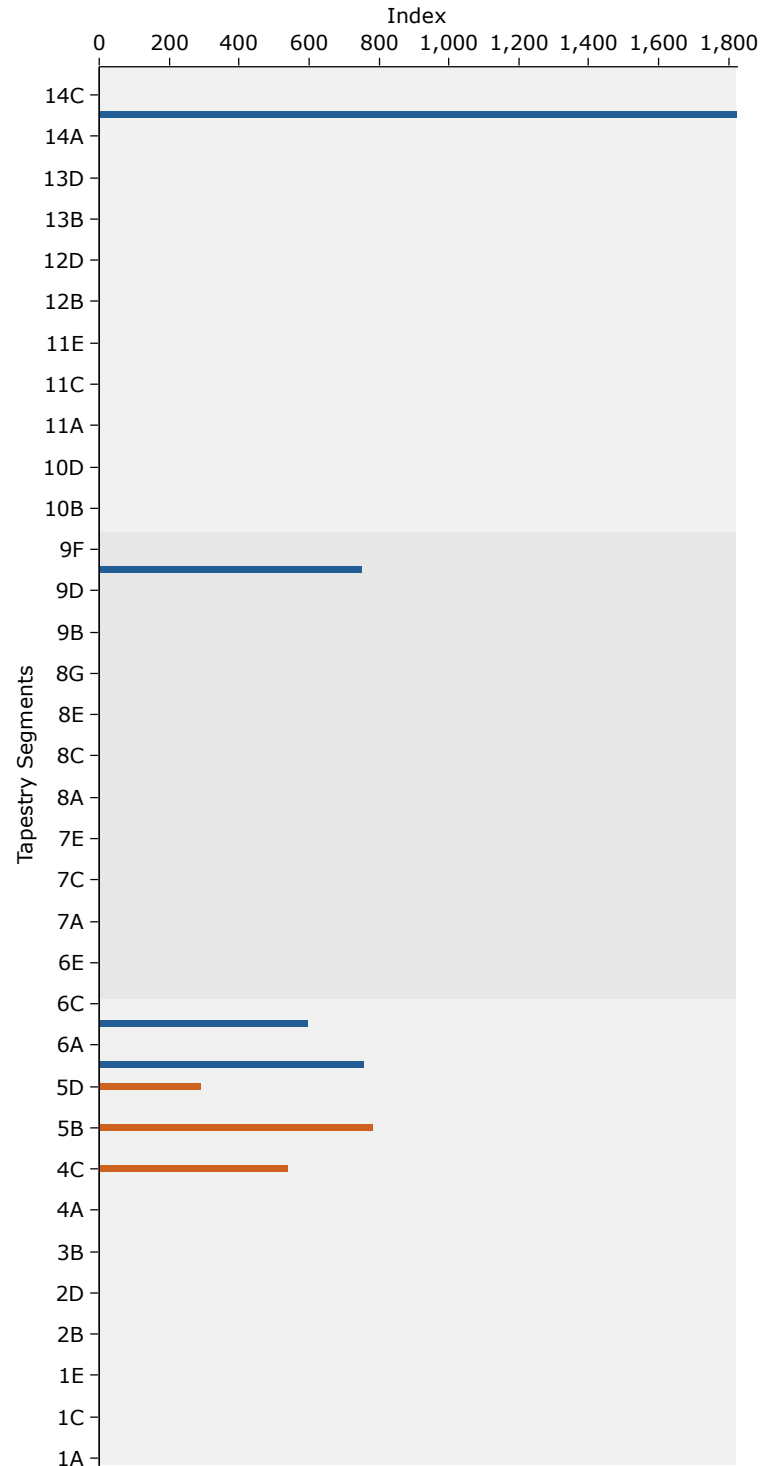
**Source:** Esri

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

## 2023 Tapestry Indexes by Households



## 2023 Tapestry Indexes by Total Population 18+



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

**Source:** Esri



## Dominant Tapestry Site Map

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,924	100.0%		8,583	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>763</b>	<b>19.4%</b>	<b>248</b>	<b>1,442</b>	<b>16.8%</b>	<b>205</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	763	19.4%	629	1,442	16.8%	542
<b>5. GenXurban</b>	<b>1,875</b>	<b>47.8%</b>	<b>428</b>	<b>3,456</b>	<b>40.3%</b>	<b>372</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	758	19.3%	865	1,427	16.6%	787
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	7.2%	336	510	5.9%	294
Midlife Constants (5E)	835	21.3%	882	1,519	17.7%	761
<b>6. Cozy Country Living</b>	<b>683</b>	<b>17.4%</b>	<b>148</b>	<b>1,434</b>	<b>16.7%</b>	<b>143</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	683	17.4%	625	1,434	16.7%	600
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. Sprouting Explorers</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
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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

**Source:** Esri

October 10, 2023



## Dominant Tapestry Site Map

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,924	100.0%		8,583	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
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>350</b>	<b>8.9%</b>	<b>154</b>	<b>682</b>	<b>7.9%</b>	<b>154</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)	350	8.9%	751	682	7.9%	754
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
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<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 Sincerity (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>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>253</b>	<b>6.4%</b>	<b>411</b>	<b>1,569</b>	<b>18.3%</b>	<b>815</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	6.4%	690	1,569	18.3%	1,827
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 10, 2023



## Dominant Tapestry Site Map

Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,924	100.0%		8,583	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>282</b>	<b>7.2%</b>	<b>43</b>	<b>510</b>	<b>5.9%</b>	<b>34</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	7.2%	336	510	5.9%	294
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>1,361</b>	<b>34.7%</b>	<b>192</b>	<b>3,678</b>	<b>42.9%</b>	<b>256</b>
In Style (5B)	758	19.3%	865	1,427	16.6%	787
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	350	8.9%	751	682	7.9%	754
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	6.4%	690	1,569	18.3%	1,827
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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**Source:** Esri

October 10, 2023



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Waverly city, IA (1982875)

Waverly city, IA (1982875)

Geography: Place

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	3,924	100.0%		8,583	100.0%	
<b>4. Suburban Periphery</b>	<b>835</b>	<b>21.3%</b>	<b>66</b>	<b>1,519</b>	<b>17.7%</b>	<b>53</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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	835	21.3%	882	1,519	17.7%	761
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>763</b>	<b>19.4%</b>	<b>208</b>	<b>1,442</b>	<b>16.8%</b>	<b>185</b>
Middleburg (4C)	763	19.4%	629	1,442	16.8%	542
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>683</b>	<b>17.4%</b>	<b>107</b>	<b>1,434</b>	<b>16.7%</b>	<b>102</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	683	17.4%	625	1,434	16.7%	600
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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