

Retail Goods and Services Expenditures

Waverly city, IA (1982875)
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Geography: Place



Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Classic Comfort (K4)	37.5%	Population	10,473	10,537
Loyal Locals (K3)	20.8%	Households	3,902	3,947
Room to Roam (K7)	19.5%	Families	2,459	2,477
Legacy Hills (K1)	8.6%	Median Age	36.7	37.9
Middle Ground (K2)	7.2%	Median Household Income	\$79,330	\$85,018

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	86	\$2,188.86	\$8,540,928
Men's	86	\$438.49	\$1,710,985
Women's	87	\$738.31	\$2,880,889
Children's	84	\$293.08	\$1,143,601
Footwear	84	\$500.00	\$1,950,990
Watches & Jewelry	85	\$143.94	\$561,653
Apparel Products and Services (1)	84	\$75.04	\$292,810
Computer			
Computers and Hardware for Home Use	87	\$191.16	\$745,908
Portable Memory	91	\$3.79	\$14,798
Computer Software	82	\$15.52	\$60,562
Computer Accessories	83	\$17.11	\$66,762
Education	90	\$3,854.28	\$15,039,416
Educational Books, Supplies, and Other Expenditures	85	\$40.90	\$159,591
Other School Supplies	92	\$83.27	\$324,930

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	90	\$3,854.28	\$15,039,416
Fees and Admissions	86	\$876.61	\$3,420,543
Membership Fees for Clubs (2)	89	\$311.29	\$1,214,648
Fees for Participant Sports, excl. Trips	85	\$162.13	\$632,632
Tickets to Theatre/Operas/Concerts	86	\$116.27	\$453,704
Tickets to Movies	84	\$31.81	\$124,134
Tickets to Parks or Museums	74	\$32.11	\$125,310
Admission to Sporting Events, excl. Trips	90	\$102.42	\$399,656
Fees for Recreational Lessons	80	\$119.31	\$465,565
Dating Services	93	\$1.25	\$4,894
TV/Video/Audio	91	\$1,114.07	\$4,347,089
Cable and Satellite Television Services	94	\$582.68	\$2,273,632
Televisions	90	\$97.79	\$381,584
Satellite Dishes	65	\$0.56	\$2,182
VCRs, Video Cameras, and DVD Players	89	\$3.07	\$11,993
Miscellaneous Video Equipment	82	\$25.37	\$98,988
Video Cassettes and DVDs	79	\$3.10	\$12,114
Video Game Hardware/Accessories	91	\$39.85	\$155,493
Video Game Software	88	\$19.88	\$77,559
Rental/Streaming/Downloaded Video	89	\$201.22	\$785,153
Installation of Televisions	87	\$1.28	\$4,983
Audio (3)	89	\$136.20	\$531,446
Repair of TV/Radio/Sound Equipment	83	\$3.07	\$11,962
Pets	90	\$1,035.19	\$4,039,309
Toys/Games/Crafts/Hobbies (4)	92	\$178.61	\$696,934
Recreational Vehicles and Fees (5)	95	\$159.07	\$620,699
Sports/Recreation/Exercise Equipment (6)	93	\$259.65	\$1,013,145
Photo Equipment and Supplies (7)	86	\$60.58	\$236,377
Reading (8)	85	\$118.36	\$461,856
Catered Affairs	87	\$54.92	\$214,299

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total
Food	87	\$10,722.99	\$41,841,107
Food at Home	88	\$6,906.46	\$26,948,999
Bakery and Cereal Products	88	\$925.35	\$3,610,731
Meats, Poultry, Fish, and Eggs	88	\$1,470.15	\$5,736,535
Dairy Products	88	\$704.61	\$2,749,404
Fruits and Vegetables	85	\$1,079.97	\$4,214,034
Snacks and Other Food at Home (9)	89	\$1,939.21	\$7,566,797
Food Away from Home	86	\$3,816.53	\$14,892,108
Alcoholic Beverages	87	\$624.48	\$2,436,738
Financial			
Value of Stocks/Bonds/Mutual Funds	85	\$47,794.76	\$186,495,142
Value of Retirement Plans	98	\$160,455.70	\$626,098,149
Value of Other Financial Assets	88	\$12,531.78	\$48,899,022
Vehicle Loan Amount excluding Interest	89	\$3,500.99	\$13,660,859
Value of Credit Card Debt	88	\$2,924.15	\$11,410,020
Health			
Nonprescription Drugs	91	\$184.93	\$721,603
Prescription Drugs	101	\$461.02	\$1,798,913
Eyeglasses and Contact Lenses	93	\$131.84	\$514,427
Personal Care Products (10)	86	\$563.95	\$2,200,542
Smoking Products	95	\$431.82	\$1,684,949
Home			
Mortgage Payment and Basics (11)	89	\$12,209.07	\$47,639,775
Maintenance and Remodeling Services	87	\$4,128.39	\$16,108,990
Maintenance and Remodeling Materials (12)	93	\$704.78	\$2,750,049
Utilities, Fuel, and Public Services	90	\$5,511.92	\$21,507,514

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	86	\$92.72	\$361,783
Furniture	86	\$719.02	\$2,805,627
Rugs	94	\$35.43	\$138,264
Major Appliances (14)	91	\$450.37	\$1,757,336
Housewares (15)	83	\$90.99	\$355,032
Small Appliances	81	\$61.34	\$239,347
Luggage	80	\$19.88	\$77,563
Telephones and Accessories	95	\$63.11	\$246,259
Household Operations			
Child Care	81	\$488.41	\$1,905,760
Lawn and Garden (16)	94	\$677.24	\$2,642,606
Moving/Storage/Freight Express	75	\$75.12	\$293,114
Housekeeping Supplies (17)	91	\$848.31	\$3,310,102
Insurance			
Owners and Renters Insurance	95	\$909.66	\$3,549,502
Vehicle Insurance	87	\$2,162.83	\$8,439,372
Life/Other Insurance	89	\$655.11	\$2,556,237
Health Insurance	92	\$4,791.48	\$18,696,370
Transportation			
Payments on Vehicles excluding Leases	89	\$2,915.75	\$11,377,275
Gasoline/Diesel Fuel/Electric Vehicle Charging	88	\$2,870.82	\$11,201,949
Vehicle Maintenance and Repairs	88	\$1,093.40	\$4,266,457
Travel			
Airline Fares	81	\$739.46	\$2,885,359
Lodging on Trips	89	\$1,036.06	\$4,042,713
Food and Drink on Trips	86	\$759.19	\$2,962,347

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

