

Retail Market Potential

Waverly city, IA (1982875)
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Geography: Place



Demographic Summary	2026	2031
Population	10,473	10,537
Population 18+	8,321	8,502
Households	3,902	3,947
Median Household Income	\$79,330	\$85,018

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Purchased Men`s Clothing Last 12 Mo	5,362	64.4%	102
Purchased Women`s Clothing Last 12 Mo	4,286	51.5%	100
Purchased Shoes Last 12 Mo	6,395	76.8%	102
Purchased Fine Jewelry Last 12 Mo	1,681	20.2%	93
Purchased Watch Last 12 Mo	943	11.3%	92

Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	3,639	93.3%	105
HH Purchased or Leased New Vehicle Last 12 Mo	341	8.7%	101
HH Owns or Leases Vehicle 10+ Years Old	2,284	58.5%	107

Automotive Aftermarket (Adults)			
Purchased Gasoline Last 6 Mo	7,627	91.7%	104
Purchased or Changed Motor Oil Last 12 Mo	4,759	57.2%	107
Had Vehicle Tune-Up Last 12 Mo	1,791	21.5%	95

Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	3,153	37.9%	100
Drank Beer or Ale Last 6 Mo	2,989	35.9%	99

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 **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 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	687	8.3%	107
Own Digital SLR Camera or Camcorder	777	9.3%	102
Printed Digital Photos Last 12 Mo	2,065	24.8%	104
Cell Phones (Adults/Households)			
Purchased Cell Phone Last 12 Mo	2,589	31.1%	98
Have a Smartphone	7,868	94.6%	101
Use Apple iPhone Most Often	4,624	55.6%	95
Use Google Pixel Phone Most Often	329	4.0%	118
Use Samsung Phone Most Often	1,497	18.0%	108
HH Owns 1 Cell Phone	1,197	30.7%	102
HH Owns 2 Cell Phones	1,532	39.3%	104
HH Owns 3+ Cell Phones	1,087	27.9%	94
HH Has Cell Phone Only (No Landline Telephone)	3,003	77.0%	101
Computers (Households)			
HH Owns Computer	3,309	84.8%	103
HH Owns Desktop Computer	1,505	38.6%	106
HH Owns Laptop or Notebook	2,715	69.6%	102
HH Owns Apple or Mac Brand Computer	883	22.6%	90
HH Owns PC or Non-Apple Brand Computer	2,816	72.2%	106
HH Purchased Most Recent Home Computer at Store	1,417	36.3%	105
HH Purchased Most Recent Home Computer Online	1,049	26.9%	101
HH Spent \$1-499 on Most Recent Home Computer	575	14.7%	114
HH Spent \$500-999 on Most Recent Home Computer	737	18.9%	111
HH Spent \$1K-1499 on Most Recent Home Computer	417	10.7%	99
HH Spent \$1500-1999 on Most Recent Home Computer	150	3.8%	90
HH Spent \$2000+ on Most Recent Home Computer	220	5.6%	95

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	5,728	68.8%	105
Purchased Brewed Coffee at Convenience Store Last 30 Days	1,001	12.0%	100
Purchased Cigarettes at Convenience Store Last 30 Days	468	5.6%	111
Purchased Gas at Convenience Store Last 30 Days	3,849	46.3%	112
Spent \$1-19 at Convenience Store Last 30 Days	544	6.5%	110
Spent \$20-39 at Convenience Store Last 30 Days	682	8.2%	102
Spent \$40-50 at Convenience Store Last 30 Days	622	7.5%	112
Spent \$51-99 at Convenience Store Last 30 Days	497	6.0%	108
Spent \$100+ at Convenience Store Last 30 Days	2,123	25.5%	106
Entertainment (Adults)			
Attended Movie Last 6 Mo	4,525	54.4%	99
Went to Live Theater Last 12 Mo	891	10.7%	87
Went to Bar or Night Club Last 12 Mo	1,658	19.9%	103
Dined Out Last 12 Mo	4,703	56.5%	105
Gambled at Casino Last 12 Mo	1,100	13.2%	101
Visited Theme Park Last 12 Mo	1,474	17.7%	93
Viewed Movie (Video-on-Demand) Last 30 Days	533	6.4%	90
Viewed TV Show (Video-on-Demand) Last 30 Days	356	4.3%	91
Viewed Program/Event (Video-on-Demand)/12 Mo	714	8.6%	92
Used Internet to Download Movie Last 30 Days	569	6.8%	101
Downloaded Individual Song Last 6 Mo	1,337	16.1%	98
Used Internet to Watch Movie Last 30 Days	2,919	35.1%	98
Used Internet to Watch TV Program Last 30 Days	1,983	23.8%	104
Played (Console) Video or Electronic Game Last 12 Mo	1,166	14.0%	108
Played (Portable) Video or Electronic Game Last 12 Mo	637	7.7%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	2,987	35.9%	102
Used ATM or Cash Machine Last 12 Mo	4,893	58.8%	99
Own Any Stock	1,033	12.4%	93
Own U.S. Savings Bonds	637	7.7%	108
Own Shares in Mutual Fund (Stocks)	904	10.9%	94
Own Shares in Mutual Fund (Bonds)	628	7.5%	102
Have Interest Checking Account	3,262	39.2%	107
Have Non-Interest Checking Account	3,044	36.6%	102
Have Savings Account	6,133	73.7%	103
Have 401(k) Retirement Savings Plan	1,989	23.9%	101
Own or Used Any Credit or Debit Card Last 12 Mo	7,729	92.9%	101
Avg \$1-110 Monthly Credit Card Expenditures	858	10.3%	110
Avg \$111-225 Monthly Credit Card Expenditures	533	6.4%	96
Avg \$226-450 Monthly Credit Card Expenditures	740	8.9%	110
Avg \$451-700 Monthly Credit Card Expenditures	720	8.7%	104
Avg \$701-1000 Monthly Credit Card Expenditures	680	8.2%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	903	10.8%	94
Avg \$2001+ Monthly Credit Card Expenditures	980	11.8%	86
Pay Annual Fee for Credit Card	1,571	18.9%	84
Did Online Banking Last 12 Mo	4,644	55.8%	103
Did Mobile Device Banking Last 12 Mo	4,122	49.5%	101
Grocery (Adults)			
HH Used Bread Last 6 Mo	3,695	94.7%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	3,010	77.1%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	829	21.3%	105
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	2,176	55.8%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	3,529	90.4%	100
HH Used Fresh Milk Last 6 Mo	3,260	83.5%	102
HH Used Organic Food Last 6 Mo	812	20.8%	85

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	3,608	43.4%	98
Exercise at Club 2+ Times Per Week	1,088	13.1%	91
Visited Doctor Last 12 Mo	6,679	80.3%	101
Used Vitamins or Dietary Supplements Last 6 Mo	5,433	65.3%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	1,436	36.8%	113
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	1,427	36.6%	107
HH Purchased Low Ticket HH Furnishing Last 12 Mo	809	20.7%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	845	21.7%	98
HH Purchased Small Kitchen Appliance Last 12 Mo	821	21.0%	103
HH Purchased Large Appliance/12 Mo	731	18.7%	111
HH Rented from Storage Facility/12 Mo	100	2.6%	76
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,395	52.8%	107
Personally Carry Any Medical or Hospital or Accident Insurance	7,197	86.5%	103
Homeowner Carries Insurance on Home/Personal Property	5,301	63.7%	110
Renter Carries Insurance on Home/Personal Property	1,043	12.5%	95
HH Has 1 Vehicle Covered with Auto Insurance	1,203	30.8%	97
HH Has 2 Vehicles Covered with Auto Insurance	1,283	32.9%	106
HH Has 3+ Vehicles Covered with Auto Insurance	1,093	28.0%	111

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	2,202	56.4%	109
HH Owns 1+ Cats	1,093	28.0%	116
HH Owns 1+ Dogs	1,609	41.2%	108
HH Owns 1+ Birds	90	2.3%	104
HH Owns 1+ Horses	42	1.1%	104
HH Owns 1+ Oth Pets	222	5.7%	109
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,150	13.8%	89
Buying American Is Important: 4-Agr Cmpl	2,392	28.8%	108
Buy Based on Quality Not Price: 4-Agr Cmpl	1,122	13.5%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,014	12.2%	97
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	783	9.4%	94
Will Pay More for Environ Safe Products: 4-Agr Cmpl	875	10.5%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	2,368	28.5%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	237	2.9%	73
Reading (Adults)			
Purchased Digital Book Last 12 Mo	1,420	17.1%	100
Purchased Hardcover Book Last 12 Mo	2,140	25.7%	103
Purchased Paperback Book Last 12 Mo	2,821	33.9%	102
Read Daily Newspaper (Paper Version)	531	6.4%	106
Read Digital Newspaper Last 30 Days	4,236	50.9%	97
Read Magazine (Paper or Electronic Version) Last 6 Mo	7,153	86.0%	100

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Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	6,234	74.9%	103
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,160	26.0%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	7,672	92.2%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	3,347	40.2%	102
Ordered Eat-In Fast Food Last 6 Mo	2,907	34.9%	102
Ordered Home Delivery Fast Food Last 6 Mo	973	11.7%	98
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	4,239	50.9%	109
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,848	22.2%	98
Television & Electronics (Adults/Households)			
Own Tablet	4,425	53.2%	97
Own E-Reader	1,256	15.1%	97
Own E-Reader or Tablet: Apple iPad	2,854	34.3%	95
HH Owns Internet Connectable TV	1,768	45.3%	107
Own Portable MP3 Player	627	7.5%	112
HH Owns 1 TV	715	18.3%	85
HH Owns 2 TVs	1,123	28.8%	99
HH Owns 3 TVs	949	24.3%	109
HH Owns 4+ TVs	950	24.4%	114
HH Subscribes to Cable TV	1,064	27.3%	105
HH Subscribes to Fiber Optic TV	199	5.1%	95
HH Owns Portable GPS Device	649	16.6%	114
HH Purchased Video Game System Last 12 Mo	161	4.1%	67
HH Owns Internet Video Device for TV	2,175	55.7%	106

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Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	5,275	63.4%	103
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,381	16.6%	101
Spent \$1-999 on Domestic Vacations Last 12 Mo	994	11.9%	117
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	577	6.9%	100
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	388	4.7%	99
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	477	5.7%	102
Spent \$3K+ on Domestic Vacations Last 12 Mo	1,053	12.7%	103
Used Internet Travel Site for Domestic Trip Last 12 Mo	735	8.8%	96
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	2,386	28.7%	85
Took 3+ Foreign Trips by Plane Last 3 Yrs	492	5.9%	80
Spent \$1-999 on Foreign Vacations Last 12 Mo	331	4.0%	94
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	317	3.8%	82
Spent \$3K+ on Foreign Vacations Last 12 Mo	791	9.5%	79
Used General Travel Site: Foreign Trip Last 3 Yrs	525	6.3%	83
Spent Night at Hotel or Motel Last 12 Mo	4,656	56.0%	102
Took Cruise of More Than One Day Last 3 Yrs	816	9.8%	92
Member of Frequent Flyer Program	1,980	23.8%	85
Member of Hotel Rewards Program	2,477	29.8%	98

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