



# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
 Drive Time: 5 minute radius

Latitude: 42.7257  
 Longitude: -92.4757

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
In Style (5B)	23.4%	Population	8,645	8,808
Midlife Constants (5E)	20.6%	Households	3,190	3,280
Middleburg (4C)	20.2%	Families	1,959	2,002
Retirement Communities (9E)	10.7%	Median Age	36.4	37.6
Rustbelt Traditions (5D)	8.8%	Median Household Income	\$69,359	\$75,294
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		80	\$1,756.30	\$5,602,602
Men's		80	\$328.08	\$1,046,566
Women's		81	\$602.21	\$1,921,039
Children's		80	\$263.76	\$841,393
Footwear		79	\$393.33	\$1,254,710
Watches & Jewelry		79	\$133.14	\$424,731
Apparel Products and Services (1)		80	\$35.79	\$114,164
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$202.05	\$644,530
Portable Memory		81	\$3.74	\$11,939
Computer Software		79	\$11.48	\$36,616
Computer Accessories		81	\$20.20	\$64,433
<b>Entertainment &amp; Recreation</b>		82	\$3,085.16	\$9,841,670
Fees and Admissions		80	\$571.65	\$1,823,577
Membership Fees for Clubs (2)		82	\$229.00	\$730,498
Fees for Participant Sports, excl. Trips		81	\$97.44	\$310,847
Tickets to Theatre/Operas/Concerts		82	\$44.80	\$142,904
Tickets to Movies		78	\$21.51	\$68,619
Tickets to Parks or Museums		83	\$23.17	\$73,911
Admission to Sporting Events, excl. Trips		86	\$50.00	\$159,515
Fees for Recreational Lessons		72	\$104.93	\$334,739
Dating Services		75	\$0.80	\$2,543
TV/Video/Audio		83	\$1,120.96	\$3,575,876
Cable and Satellite Television Services		83	\$714.05	\$2,277,834
Televisions		82	\$118.80	\$378,961
Satellite Dishes		82	\$1.40	\$4,472
VCRs, Video Cameras, and DVD Players		82	\$3.93	\$12,526
Miscellaneous Video Equipment		81	\$10.26	\$32,732
Video Cassettes and DVDs		83	\$5.42	\$17,274
Video Game Hardware/Accessories		83	\$33.35	\$106,394
Video Game Software		82	\$15.98	\$50,969
Rental/Streaming/Downloaded Video		84	\$103.04	\$328,703
Installation of Televisions		76	\$1.23	\$3,919
Audio (3)		82	\$111.12	\$354,486
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.38	\$7,606
Pets		81	\$745.98	\$2,379,683
Toys/Games/Crafts/Hobbies (4)		83	\$130.81	\$417,286
Recreational Vehicles and Fees (5)		81	\$122.37	\$390,371
Sports/Recreation/Exercise Equipment (6)		81	\$228.40	\$728,591
Photo Equipment and Supplies (7)		81	\$37.93	\$120,994
Reading (8)		82	\$103.71	\$330,831
Catered Affairs (9)		77	\$23.34	\$74,460
<b>Food</b>		80	\$8,408.66	\$26,823,613
Food at Home		80	\$5,438.08	\$17,347,474
Bakery and Cereal Products		80	\$706.56	\$2,253,934
Meats, Poultry, Fish, and Eggs		79	\$1,168.74	\$3,728,288
Dairy Products		80	\$524.43	\$1,672,935
Fruits and Vegetables		79	\$1,062.25	\$3,388,582
Snacks and Other Food at Home (10)		81	\$1,976.09	\$6,303,734
Food Away from Home		80	\$2,970.58	\$9,476,139
Alcoholic Beverages		81	\$544.19	\$1,735,962

**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. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
 Drive Time: 5 minute radius

Latitude: 42.7257  
 Longitude: -92.4757

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	83	\$32,598.63	\$103,989,614
Value of Retirement Plans	84	\$119,235.09	\$380,359,944
Value of Other Financial Assets	78	\$6,692.41	\$21,348,796
Vehicle Loan Amount excluding Interest	83	\$3,036.71	\$9,687,112
Value of Credit Card Debt	82	\$2,577.90	\$8,223,487
<b>Health</b>			
Nonprescription Drugs	85	\$145.96	\$465,626
Prescription Drugs	88	\$323.30	\$1,031,316
Eyeglasses and Contact Lenses	83	\$92.89	\$296,329
<b>Home</b>			
Mortgage Payment and Basics (11)	81	\$10,454.82	\$33,350,891
Maintenance and Remodeling Services	82	\$3,118.57	\$9,948,228
Maintenance and Remodeling Materials (12)	84	\$661.83	\$2,111,245
Utilities, Fuel, and Public Services	82	\$4,753.44	\$15,163,487
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	80	\$98.13	\$313,027
Furniture	82	\$675.78	\$2,155,724
Rugs	80	\$33.49	\$106,840
Major Appliances (14)	82	\$434.01	\$1,384,488
Housewares (15)	81	\$87.21	\$278,204
Small Appliances	79	\$57.51	\$183,442
Luggage	79	\$11.35	\$36,218
Telephones and Accessories	80	\$85.74	\$273,504
<b>Household Operations</b>			
Child Care	80	\$412.11	\$1,314,620
Lawn and Garden (16)	82	\$552.32	\$1,761,901
Moving/Storage/Freight Express	79	\$71.26	\$227,307
Housekeeping Supplies (17)	82	\$760.67	\$2,426,523
<b>Insurance</b>			
Owners and Renters Insurance	86	\$670.89	\$2,140,150
Vehicle Insurance	81	\$1,755.94	\$5,601,452
Life/Other Insurance	83	\$577.60	\$1,842,536
Health Insurance	84	\$4,164.99	\$13,286,333
Personal Care Products (18)	80	\$444.01	\$1,416,395
School Books and Supplies (19)	81	\$108.25	\$345,304
Smoking Products	84	\$364.58	\$1,162,997
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,522.50	\$8,046,765
Gasoline and Motor Oil	80	\$2,034.21	\$6,489,128
Vehicle Maintenance and Repairs	82	\$1,078.48	\$3,440,350
<b>Travel</b>			
Airline Fares	78	\$365.92	\$1,167,289
Lodging on Trips	81	\$585.85	\$1,868,855
Auto/Truck Rental on Trips	82	\$65.27	\$208,196
Food and Drink on Trips	81	\$451.76	\$1,441,121

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# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
Drive Time: 5 minute radius

Latitude: 42.7257  
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- (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 and Supplies** 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) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) 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.
- (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.
- (18) 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
 Drive Time: 10 minute radius

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 Longitude: -92.4757

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	27.9%	Population	13,245	13,450
In Style (5B)	16.0%	Households	4,994	5,110
Middleburg (4C)	15.9%	Families	3,205	3,260
Midlife Constants (5E)	15.9%	Median Age	39.4	40.2
Retirement Communities (9E)	7.1%	Median Household Income	\$75,441	\$80,800
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$1,882.91	\$9,403,250
Men's		85	\$348.51	\$1,740,434
Women's		87	\$646.25	\$3,227,351
Children's		86	\$285.46	\$1,425,585
Footwear		84	\$421.12	\$2,103,092
Watches & Jewelry		85	\$143.00	\$714,163
Apparel Products and Services (1)		87	\$38.57	\$192,626
<b>Computer</b>				
Computers and Hardware for Home Use		83	\$212.75	\$1,062,496
Portable Memory		88	\$4.06	\$20,291
Computer Software		84	\$12.10	\$60,412
Computer Accessories		87	\$21.69	\$108,336
<b>Entertainment &amp; Recreation</b>		90	\$3,403.05	\$16,994,829
Fees and Admissions		86	\$613.58	\$3,064,229
Membership Fees for Clubs (2)		89	\$246.53	\$1,231,146
Fees for Participant Sports, excl. Trips		87	\$104.18	\$520,251
Tickets to Theatre/Operas/Concerts		88	\$48.17	\$240,568
Tickets to Movies		80	\$22.17	\$110,696
Tickets to Parks or Museums		90	\$25.08	\$125,271
Admission to Sporting Events, excl. Trips		95	\$55.46	\$276,976
Fees for Recreational Lessons		77	\$111.20	\$555,333
Dating Services		75	\$0.80	\$3,990
TV/Video/Audio		90	\$1,223.19	\$6,108,618
Cable and Satellite Television Services		92	\$789.78	\$3,944,157
Televisions		88	\$128.15	\$639,964
Satellite Dishes		87	\$1.48	\$7,368
VCRs, Video Cameras, and DVD Players		85	\$4.10	\$20,463
Miscellaneous Video Equipment		85	\$10.72	\$53,529
Video Cassettes and DVDs		86	\$5.63	\$28,139
Video Game Hardware/Accessories		88	\$35.30	\$176,264
Video Game Software		86	\$16.61	\$82,942
Rental/Streaming/Downloaded Video		88	\$108.73	\$542,976
Installation of Televisions		81	\$1.31	\$6,540
Audio (3)		88	\$118.88	\$593,690
Rental and Repair of TV/Radio/Sound Equipment		91	\$2.52	\$12,586
Pets		93	\$860.93	\$4,299,497
Toys/Games/Crafts/Hobbies (4)		90	\$142.69	\$712,596
Recreational Vehicles and Fees (5)		96	\$144.17	\$720,007
Sports/Recreation/Exercise Equipment (6)		86	\$242.27	\$1,209,914
Photo Equipment and Supplies (7)		87	\$40.57	\$202,617
Reading (8)		88	\$111.30	\$555,830
Catered Affairs (9)		80	\$24.33	\$121,522
<b>Food</b>		86	\$9,083.84	\$45,364,718
Food at Home		87	\$5,903.45	\$29,481,839
Bakery and Cereal Products		88	\$770.26	\$3,846,699
Meats, Poultry, Fish, and Eggs		86	\$1,269.60	\$6,340,360
Dairy Products		87	\$571.62	\$2,854,661
Fruits and Vegetables		85	\$1,147.15	\$5,728,844
Snacks and Other Food at Home (10)		88	\$2,144.83	\$10,711,275
Food Away from Home		85	\$3,180.39	\$15,882,879
Alcoholic Beverages		87	\$587.08	\$2,931,863

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	90	\$35,326.31	\$176,419,597
Value of Retirement Plans	93	\$132,063.92	\$659,527,239
Value of Other Financial Assets	86	\$7,351.29	\$36,712,358
Vehicle Loan Amount excluding Interest	91	\$3,300.67	\$16,483,555
Value of Credit Card Debt	89	\$2,820.61	\$14,086,123
<b>Health</b>			
Nonprescription Drugs	95	\$162.08	\$809,436
Prescription Drugs	99	\$362.98	\$1,812,745
Eyeglasses and Contact Lenses	93	\$103.00	\$514,377
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$11,569.92	\$57,780,188
Maintenance and Remodeling Services	91	\$3,460.13	\$17,279,871
Maintenance and Remodeling Materials (12)	96	\$756.11	\$3,776,012
Utilities, Fuel, and Public Services	90	\$5,198.47	\$25,961,136
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	86	\$104.72	\$522,993
Furniture	89	\$730.36	\$3,647,401
Rugs	88	\$36.80	\$183,782
Major Appliances (14)	90	\$477.13	\$2,382,773
Housewares (15)	87	\$93.85	\$468,704
Small Appliances	84	\$60.89	\$304,102
Luggage	84	\$11.98	\$59,824
Telephones and Accessories	84	\$90.72	\$453,047
<b>Household Operations</b>			
Child Care	86	\$442.67	\$2,210,702
Lawn and Garden (16)	94	\$631.34	\$3,152,907
Moving/Storage/Freight Express	82	\$73.39	\$366,507
Housekeeping Supplies (17)	89	\$831.46	\$4,152,334
<b>Insurance</b>			
Owners and Renters Insurance	96	\$752.40	\$3,757,489
Vehicle Insurance	87	\$1,890.80	\$9,442,651
Life/Other Insurance	93	\$643.12	\$3,211,724
Health Insurance	93	\$4,603.79	\$22,991,327
Personal Care Products (18)	86	\$475.52	\$2,374,767
School Books and Supplies (19)	86	\$115.06	\$574,611
Smoking Products	92	\$400.63	\$2,000,749
<b>Transportation</b>			
Payments on Vehicles excluding Leases	92	\$2,764.62	\$13,806,501
Gasoline and Motor Oil	88	\$2,222.96	\$11,101,479
Vehicle Maintenance and Repairs	89	\$1,170.83	\$5,847,108
<b>Travel</b>			
Airline Fares	83	\$388.38	\$1,939,546
Lodging on Trips	89	\$640.96	\$3,200,945
Auto/Truck Rental on Trips	88	\$69.50	\$347,092
Food and Drink on Trips	88	\$490.73	\$2,450,688

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- (10) 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.
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# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
 Drive Time: 20 minute radius

Latitude: 42.7257  
 Longitude: -92.4757

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	23.9%	Population	46,174	46,215
Old and Newcomers (8F)	12.2%	Households	18,617	18,765
Midlife Constants (5E)	9.9%	Families	11,291	11,342
In Style (5B)	6.8%	Median Age	39.1	40.4
Comfortable Empty Nesters (5A)	6.2%	Median Household Income	\$70,831	\$77,635
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		84	\$1,847.82	\$34,400,958
Men's		84	\$342.80	\$6,381,903
Women's		85	\$632.68	\$11,778,667
Children's		84	\$279.61	\$5,205,453
Footwear		84	\$416.55	\$7,754,880
Watches & Jewelry		82	\$138.50	\$2,578,459
Apparel Products and Services (1)		85	\$37.69	\$701,597
<b>Computer</b>				
Computers and Hardware for Home Use		83	\$211.96	\$3,946,122
Portable Memory		87	\$4.02	\$74,929
Computer Software		86	\$12.45	\$231,767
Computer Accessories		87	\$21.69	\$403,829
<b>Entertainment &amp; Recreation</b>		89	\$3,383.28	\$62,986,520
Fees and Admissions		81	\$580.11	\$10,799,868
Membership Fees for Clubs (2)		84	\$233.11	\$4,339,900
Fees for Participant Sports, excl. Trips		81	\$97.33	\$1,811,973
Tickets to Theatre/Operas/Concerts		84	\$45.88	\$854,059
Tickets to Movies		79	\$21.73	\$404,536
Tickets to Parks or Museums		86	\$23.90	\$444,897
Admission to Sporting Events, excl. Trips		91	\$53.18	\$990,136
Fees for Recreational Lessons		72	\$104.18	\$1,939,544
Dating Services		75	\$0.80	\$14,824
TV/Video/Audio		89	\$1,211.94	\$22,562,717
Cable and Satellite Television Services		90	\$778.59	\$14,495,085
Televisions		88	\$128.60	\$2,394,207
Satellite Dishes		84	\$1.44	\$26,888
VCRs, Video Cameras, and DVD Players		85	\$4.10	\$76,305
Miscellaneous Video Equipment		81	\$10.25	\$190,871
Video Cassettes and DVDs		87	\$5.67	\$105,595
Video Game Hardware/Accessories		90	\$36.33	\$676,282
Video Game Software		89	\$17.21	\$320,421
Rental/Streaming/Downloaded Video		88	\$108.64	\$2,022,600
Installation of Televisions		81	\$1.31	\$24,400
Audio (3)		87	\$117.18	\$2,181,622
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.60	\$48,441
Pets		97	\$894.62	\$16,655,079
Toys/Games/Crafts/Hobbies (4)		90	\$142.60	\$2,654,789
Recreational Vehicles and Fees (5)		96	\$144.40	\$2,688,254
Sports/Recreation/Exercise Equipment (6)		84	\$236.59	\$4,404,526
Photo Equipment and Supplies (7)		85	\$39.76	\$740,274
Reading (8)		86	\$109.51	\$2,038,683
Catered Affairs (9)		78	\$23.76	\$442,331
<b>Food</b>		85	\$8,935.31	\$166,348,731
Food at Home		86	\$5,817.69	\$108,307,887
Bakery and Cereal Products		86	\$758.78	\$14,126,203
Meats, Poultry, Fish, and Eggs		85	\$1,249.98	\$23,270,911
Dairy Products		86	\$566.39	\$10,544,459
Fruits and Vegetables		84	\$1,124.69	\$20,938,327
Snacks and Other Food at Home (10)		86	\$2,117.85	\$39,427,987
Food Away from Home		84	\$3,117.63	\$58,040,845
Alcoholic Beverages		84	\$569.44	\$10,601,241

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**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.





# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
 Drive Time: 20 minute radius

Latitude: 42.7257  
 Longitude: -92.4757

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	83	\$32,789.56	\$610,443,273
Value of Retirement Plans	87	\$123,413.24	\$2,297,584,231
Value of Other Financial Assets	83	\$7,142.12	\$132,964,834
Vehicle Loan Amount excluding Interest	89	\$3,235.62	\$60,237,535
Value of Credit Card Debt	87	\$2,738.00	\$50,973,273
<b>Health</b>			
Nonprescription Drugs	94	\$159.93	\$2,977,456
Prescription Drugs	98	\$360.13	\$6,704,553
Eyeglasses and Contact Lenses	92	\$102.54	\$1,908,987
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$10,803.83	\$201,134,815
Maintenance and Remodeling Services	86	\$3,259.90	\$60,689,563
Maintenance and Remodeling Materials (12)	93	\$731.29	\$13,614,491
Utilities, Fuel, and Public Services	88	\$5,127.66	\$95,461,715
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$102.61	\$1,910,363
Furniture	87	\$717.73	\$13,361,983
Rugs	86	\$35.76	\$665,816
Major Appliances (14)	88	\$462.44	\$8,609,303
Housewares (15)	85	\$91.62	\$1,705,781
Small Appliances	84	\$61.24	\$1,140,198
Luggage	81	\$11.64	\$216,772
Telephones and Accessories	83	\$89.27	\$1,661,918
<b>Household Operations</b>			
Child Care	81	\$419.31	\$7,806,242
Lawn and Garden (16)	93	\$621.87	\$11,577,298
Moving/Storage/Freight Express	81	\$72.84	\$1,356,094
Housekeeping Supplies (17)	88	\$816.84	\$15,207,194
<b>Insurance</b>			
Owners and Renters Insurance	93	\$723.14	\$13,462,780
Vehicle Insurance	86	\$1,870.54	\$34,823,921
Life/Other Insurance	89	\$614.63	\$11,442,657
Health Insurance	91	\$4,503.95	\$83,850,076
Personal Care Products (18)	84	\$466.45	\$8,683,929
School Books and Supplies (19)	85	\$114.47	\$2,131,075
Smoking Products	96	\$414.05	\$7,708,301
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$2,723.07	\$50,695,409
Gasoline and Motor Oil	88	\$2,227.23	\$41,464,313
Vehicle Maintenance and Repairs	89	\$1,166.16	\$21,710,473
<b>Travel</b>			
Airline Fares	81	\$375.67	\$6,993,800
Lodging on Trips	85	\$615.63	\$11,461,094
Auto/Truck Rental on Trips	84	\$66.61	\$1,240,051
Food and Drink on Trips	86	\$479.14	\$8,920,065

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# Retail Goods and Services Expenditures

Waverly, IA Waverly, IA  
Drive Time: 20 minute radius

Latitude: 42.7257  
Longitude: -92.4757

- (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 and Supplies** 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) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) 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.
- (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.
- (18) 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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