



## Retail Marketplace Potential

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

Latitude: 42.7257  
Longitude: -92.4757

Demographic Summary		2023	2028
Population		8,645	8,808
Population 18+		7,081	7,188
Households		3,190	3,280
Median Household Income		\$69,359	\$75,294
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	4,478	63.2%	103
Bought Women`s Clothing/12 Mo	3,608	51.0%	98
Bought Shoes/12 Mo	5,265	74.4%	100
Bought Fine Jewelry/12 Mo	1,370	19.3%	94
Bought Watch/12 Mo	883	12.5%	90
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	3,019	94.6%	104
HH Bought or Leased New Vehicle/12 Mo	334	10.5%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	6,608	93.3%	103
Bought or Changed Motor Oil/12 Mo	3,831	54.1%	105
Had Vehicle Tune-Up/12 Mo	1,774	25.1%	101
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,541	35.9%	97
Drank Beer or Ale/6 Mo	2,830	40.0%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	825	11.7%	106
Own Digital SLR Camera or Camcorder	741	10.5%	97
Printed Digital Photos/12 Mo	1,980	28.0%	103
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	2,457	34.7%	99
Have a Smartphone	6,644	93.8%	100
Have Android Phone (Any Brand) Smartphone	2,753	38.9%	101
Have Apple iPhone Smartphone	3,984	56.3%	100
HH Owns 1 Cell Phone	1,062	33.3%	109
HH Owns 2 Cell Phones	1,281	40.2%	103
HH Owns 3+ Cell Phones	792	24.8%	86
HH Has Cell Phone Only (No Landline Telephone)	2,259	70.8%	103
<b>Computers (Households)</b>			
HH Owns Computer	2,774	87.0%	102
HH Owns Desktop Computer	1,292	40.5%	101
HH Owns Laptop or Notebook	2,269	71.1%	101
HH Owns Apple/Mac Brand Computer	709	22.2%	92
HH Owns PC/Non-Apple Brand Computer	2,346	73.5%	104
HH Purchased Most Recent Home Computer at Store	1,289	40.4%	104
HH Purchased Most Recent Home Computer Online	900	28.2%	103
HH Spent \$1-499 on Most Recent Home Computer	531	16.6%	105
HH Spent \$500-999 on Most Recent Home Computer	727	22.8%	112
HH Spent \$1K-1499 on Most Recent Home Computer	380	11.9%	98
HH Spent \$1500-1999 on Most Recent Home Computer	139	4.4%	95
HH Spent \$2K+ on Most Recent Home Computer	156	4.9%	91

**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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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	4,635	65.5%	102
Bought Brewed Coffee at C-Store/30 Days	793	11.2%	93
Bought Cigarettes at C-Store/30 Days	456	6.4%	105
Bought Gas at C-Store/30 Days	2,976	42.0%	107
Spent \$1-19 at C-Store/30 Days	543	7.7%	104
Spent \$20-39 at C-Store/30 Days	665	9.4%	95
Spent \$40-50 at C-Store/30 Days	611	8.6%	111
Spent \$51-99 at C-Store/30 Days	516	7.3%	119
Spent \$100+ at C-Store/30 Days	1,504	21.2%	102
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	2,546	36.0%	97
Went to Live Theater/12 Mo	537	7.6%	111
Went to Bar or Night Club/12 Mo	1,276	18.0%	111
Dined Out/12 Mo	3,929	55.5%	106
Gambled at Casino/12 Mo	710	10.0%	94
Visited Theme Park/12 Mo	741	10.5%	90
Viewed Movie (Video-on-Demand)/30 Days	674	9.5%	86
Viewed TV Show (Video-on-Demand)/30 Days	483	6.8%	90
Used Internet to Download Movie/30 Days	400	5.6%	94
Downloaded Individual Song/6 Mo	1,413	20.0%	99
Used Internet to Watch Movie/30 Days	2,458	34.7%	102
Used Internet to Watch TV Program/30 Days	1,670	23.6%	106
Played (Console) Video or Electronic Game/12 Mo	988	14.0%	109
Played (Portable) Video or Electronic Game/12 Mo	478	6.8%	102
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	2,721	38.4%	101
Used ATM or Cash Machine/12 Mo	4,401	62.2%	98
Own Any Stock	1,130	16.0%	107
Own U.S. Savings Bonds	518	7.3%	103
Own Shares in Mutual Fund (Stocks)	1,066	15.1%	110
Own Shares in Mutual Fund (Bonds)	631	8.9%	104
Have Interest Checking Account	2,992	42.3%	107
Have Non-Interest Checking Account	2,763	39.0%	103
Have Savings Account	5,403	76.3%	103
Have 401(k) Retirement Savings Plan	1,774	25.1%	103
Own or Used Any Credit/Debit Card/12 Mo	6,626	93.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	836	11.8%	103
Avg \$111-225 Monthly Credit Card Expenditures	566	8.0%	104
Avg \$226-450 Monthly Credit Card Expenditures	625	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	663	9.4%	102
Avg \$701-1000 Monthly Credit Card Expenditures	614	8.7%	106
Avg \$1001-2000 Monthly Credit Card Expenditures	833	11.8%	100
Avg \$2001+ Monthly Credit Card Expenditures	727	10.3%	93
Did Banking Online/12 Mo	4,316	61.0%	104
Did Banking by Mobile Device/12 Mo	3,474	49.1%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	3,023	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	2,266	71.0%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	487	15.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,912	59.9%	100
HH Used Fresh Fruit or Vegetables/6 Mo	2,843	89.1%	101
HH Used Fresh Milk/6 Mo	2,651	83.1%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,912	59.9%	89
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	3,588	50.7%	103
Exercise at Club 2+ Times/Wk	880	12.4%	106
Visited Doctor/12 Mo	5,771	81.5%	102
Used Vitamins or Dietary Supplements/6 Mo	4,608	65.1%	98
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	1,369	42.9%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,015	31.8%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	801	25.1%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	925	29.0%	102
HH Bought Small Kitchen Appliance/12 Mo	812	25.5%	98
HH Bought Large Kitchen Appliance/12 Mo	532	16.7%	102
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	3,664	51.7%	101
Personally Carry Any Med/Hosp/Accident Insur	6,211	87.7%	103
Homeowner Carries Home/Personal Property Insurance	4,601	65.0%	105
Renter Carries Home/Pers Property Insurance	913	12.9%	108
HH Has 1 Vehicle Covered w/Auto Insurance	996	31.2%	102
HH Has 2 Vehicles Covered w/Auto Insurance	1,083	33.9%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	870	27.3%	103
<b>Pets (Households)</b>			
HH Owns Cat	788	24.7%	107
HH Owns Dog	1,326	41.6%	105
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,348	19.0%	102
Buying American Is Important: 4-Agr Cmpl	2,404	34.0%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	1,026	14.5%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	852	12.0%	94
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	760	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	917	13.0%	106
Buy Based on Price Not Brands: 4-Agr Cmpl	1,948	27.5%	101
Am Interested in How to Help Env: 4-Agr Cmpl	1,348	19.0%	102
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	1,286	18.2%	96
Bought Hardcover Book/12 Mo	2,012	28.4%	105
Bought Paperback Book/12 Mo	2,541	35.9%	106
Read Daily Newspaper (Paper Version)	1,070	15.1%	98
Read Digital Newspaper/30 Days	3,621	51.1%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	6,184	87.3%	100

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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	4,835	68.3%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,467	20.7%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	6,503	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,690	38.0%	98
Ordered Eat-In Fast Food/6 Mo	1,510	21.3%	104
Ordered Home Delivery Fast Food/6 Mo	854	12.1%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,442	62.7%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,485	21.0%	94
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	4,066	57.4%	97
Own E-Reader	1,038	14.7%	102
Own E-Reader/Tablet: Apple iPad	2,456	34.7%	93
HH Owns Internet Connectable TV	1,422	44.6%	103
Own Portable MP3 Player	805	11.4%	102
HH Owns 1 TV	587	18.4%	101
HH Owns 2 TVs	939	29.4%	104
HH Owns 3 TVs	731	22.9%	100
HH Owns 4+ TVs	713	22.4%	99
HH Subscribes to Cable TV	1,162	36.4%	107
HH Subscribes to Fiber Optic TV	131	4.1%	78
HH Owns Portable GPS Device	747	23.4%	113
HH Purchased Video Game System/12 Mo	177	5.5%	69
HH Owns Internet Video Device for TV	1,702	53.4%	102
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	3,947	55.7%	104
Took 3+ Domestic Non-Business Trips/12 Mo	1,005	14.2%	102
Spent \$1-999 on Domestic Vacations/12 Mo	1,076	15.2%	111
Spent \$1K-1499 on Domestic Vacations/12 Mo	471	6.7%	104
Spent \$1500-1999 on Domestic Vacations/12 Mo	290	4.1%	107
Spent \$2K-2999 on Domestic Vacations/12 Mo	285	4.0%	101
Spent \$3K+ on Domestic Vacations/12 Mo	471	6.7%	100
Used Intrnt Travel Site for Domestic Trip/12 Mo	378	5.3%	96
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,090	29.5%	89
Took 3+ Foreign Trips by Plane/3 Yrs	418	5.9%	81
Spent \$1-999 on Foreign Vacations/12 Mo	525	7.4%	95
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	152	2.1%	70
Spent \$3K+ on Foreign Vacations/12 Mo	233	3.3%	78
Used General Travel Site: Foreign Trip/3 Yrs	393	5.6%	87
Spent Night at Hotel or Motel/12 Mo	3,320	46.9%	103
Took Cruise of More Than One Day/3 Yrs	687	9.7%	96
Member of Frequent Flyer Program	1,889	26.7%	97
Member of Hotel Rewards Program	2,103	29.7%	103

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Demographic Summary		2023	2028
Population		13,245	13,450
Population 18+		10,724	10,847
Households		4,994	5,110
Median Household Income		\$75,441	\$80,800
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	6,868	64.0%	104
Bought Women`s Clothing/12 Mo	5,489	51.2%	99
Bought Shoes/12 Mo	8,031	74.9%	101
Bought Fine Jewelry/12 Mo	2,066	19.3%	94
Bought Watch/12 Mo	1,335	12.4%	90
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	4,759	95.3%	104
HH Bought or Leased New Vehicle/12 Mo	547	11.0%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	10,090	94.1%	104
Bought or Changed Motor Oil/12 Mo	5,946	55.4%	108
Had Vehicle Tune-Up/12 Mo	2,661	24.8%	100
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	3,930	36.6%	99
Drank Beer or Ale/6 Mo	4,294	40.0%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,277	11.9%	108
Own Digital SLR Camera or Camcorder	1,152	10.7%	99
Printed Digital Photos/12 Mo	3,083	28.7%	106
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	3,679	34.3%	98
Have a Smartphone	10,001	93.3%	100
Have Android Phone (Any Brand) Smartphone	4,294	40.0%	104
Have Apple iPhone Smartphone	5,819	54.3%	96
HH Owns 1 Cell Phone	1,522	30.5%	100
HH Owns 2 Cell Phones	2,106	42.2%	108
HH Owns 3+ Cell Phones	1,279	25.6%	89
HH Has Cell Phone Only (No Landline Telephone)	3,506	70.2%	103
<b>Computers (Households)</b>			
HH Owns Computer	4,336	86.8%	101
HH Owns Desktop Computer	2,042	40.9%	102
HH Owns Laptop or Notebook	3,526	70.6%	100
HH Owns Apple/Mac Brand Computer	1,036	20.7%	86
HH Owns PC/Non-Apple Brand Computer	3,711	74.3%	105
HH Purchased Most Recent Home Computer at Store	2,036	40.8%	105
HH Purchased Most Recent Home Computer Online	1,376	27.6%	100
HH Spent \$1-499 on Most Recent Home Computer	864	17.3%	109
HH Spent \$500-999 on Most Recent Home Computer	1,118	22.4%	110
HH Spent \$1K-1499 on Most Recent Home Computer	570	11.4%	94
HH Spent \$1500-1999 on Most Recent Home Computer	217	4.3%	94
HH Spent \$2K+ on Most Recent Home Computer	229	4.6%	85

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<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	7,153	66.7%	104
Bought Brewed Coffee at C-Store/30 Days	1,286	12.0%	100
Bought Cigarettes at C-Store/30 Days	712	6.6%	109
Bought Gas at C-Store/30 Days	4,701	43.8%	111
Spent \$1-19 at C-Store/30 Days	827	7.7%	105
Spent \$20-39 at C-Store/30 Days	1,020	9.5%	97
Spent \$40-50 at C-Store/30 Days	933	8.7%	112
Spent \$51-99 at C-Store/30 Days	796	7.4%	121
Spent \$100+ at C-Store/30 Days	2,414	22.5%	108
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	3,737	34.8%	94
Went to Live Theater/12 Mo	771	7.2%	105
Went to Bar or Night Club/12 Mo	1,881	17.5%	108
Dined Out/12 Mo	5,940	55.4%	106
Gambled at Casino/12 Mo	1,119	10.4%	97
Visited Theme Park/12 Mo	1,117	10.4%	90
Viewed Movie (Video-on-Demand)/30 Days	1,029	9.6%	87
Viewed TV Show (Video-on-Demand)/30 Days	737	6.9%	91
Used Internet to Download Movie/30 Days	576	5.4%	89
Downloaded Individual Song/6 Mo	2,028	18.9%	94
Used Internet to Watch Movie/30 Days	3,446	32.1%	94
Used Internet to Watch TV Program/30 Days	2,369	22.1%	100
Played (Console) Video or Electronic Game/12 Mo	1,432	13.4%	104
Played (Portable) Video or Electronic Game/12 Mo	709	6.6%	100
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	4,234	39.5%	104
Used ATM or Cash Machine/12 Mo	6,608	61.6%	98
Own Any Stock	1,664	15.5%	104
Own U.S. Savings Bonds	809	7.5%	106
Own Shares in Mutual Fund (Stocks)	1,622	15.1%	110
Own Shares in Mutual Fund (Bonds)	988	9.2%	108
Have Interest Checking Account	4,584	42.7%	109
Have Non-Interest Checking Account	4,212	39.3%	103
Have Savings Account	8,189	76.4%	103
Have 401(k) Retirement Savings Plan	2,754	25.7%	105
Own or Used Any Credit/Debit Card/12 Mo	10,030	93.5%	101
Avg \$1-110 Monthly Credit Card Expenditures	1,303	12.2%	106
Avg \$111-225 Monthly Credit Card Expenditures	830	7.7%	101
Avg \$226-450 Monthly Credit Card Expenditures	939	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	1,004	9.4%	102
Avg \$701-1000 Monthly Credit Card Expenditures	959	8.9%	109
Avg \$1001-2000 Monthly Credit Card Expenditures	1,260	11.7%	100
Avg \$2001+ Monthly Credit Card Expenditures	1,129	10.5%	95
Did Banking Online/12 Mo	6,459	60.2%	103
Did Banking by Mobile Device/12 Mo	5,162	48.1%	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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<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	4,737	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	3,575	71.6%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	805	16.1%	109
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,981	59.7%	99
HH Used Fresh Fruit or Vegetables/6 Mo	4,458	89.3%	101
HH Used Fresh Milk/6 Mo	4,213	84.4%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,981	59.7%	85
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	5,295	49.4%	100
Exercise at Club 2+ Times/Wk	1,218	11.4%	97
Visited Doctor/12 Mo	8,777	81.8%	102
Used Vitamins or Dietary Supplements/6 Mo	7,011	65.4%	99
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	2,215	44.4%	113
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,576	31.6%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	1,260	25.2%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	1,460	29.2%	103
HH Bought Small Kitchen Appliance/12 Mo	1,283	25.7%	98
HH Bought Large Kitchen Appliance/12 Mo	864	17.3%	106
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	5,764	53.7%	105
Personally Carry Any Med/Hosp/Accident Insur	9,448	88.1%	103
Homeowner Carries Home/Personal Property Insurance	7,328	68.3%	111
Renter Carries Home/Pers Property Insurance	1,219	11.4%	95
HH Has 1 Vehicle Covered w/Auto Insurance	1,431	28.7%	94
HH Has 2 Vehicles Covered w/Auto Insurance	1,716	34.4%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	1,497	30.0%	113
<b>Pets (Households)</b>			
HH Owns Cat	1,366	27.4%	118
HH Owns Dog	2,230	44.7%	113
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,857	17.3%	93
Buying American Is Important: 4-Agr Cmpl	3,797	35.4%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	1,503	14.0%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,249	11.6%	91
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,143	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,236	11.5%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	2,937	27.4%	101
Am Interested in How to Help Env: 4-Agr Cmpl	1,857	17.3%	93
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	1,919	17.9%	95
Bought Hardcover Book/12 Mo	2,988	27.9%	103
Bought Paperback Book/12 Mo	3,807	35.5%	104
Read Daily Newspaper (Paper Version)	1,678	15.6%	102
Read Digital Newspaper/30 Days	5,176	48.3%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	9,310	86.8%	100

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January 23, 2024





## Retail Marketplace Potential

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

Latitude: 42.7257  
Longitude: -92.4757

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	7,396	69.0%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,274	21.2%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	9,852	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,020	37.5%	96
Ordered Eat-In Fast Food/6 Mo	2,341	21.8%	107
Ordered Home Delivery Fast Food/6 Mo	1,156	10.8%	80
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,851	63.9%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,195	20.5%	92
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	6,174	57.6%	98
Own E-Reader	1,523	14.2%	99
Own E-Reader/Tablet: Apple iPad	3,650	34.0%	91
HH Owns Internet Connectable TV	2,225	44.6%	103
Own Portable MP3 Player	1,213	11.3%	101
HH Owns 1 TV	854	17.1%	94
HH Owns 2 TVs	1,460	29.2%	103
HH Owns 3 TVs	1,167	23.4%	102
HH Owns 4+ TVs	1,191	23.8%	106
HH Subscribes to Cable TV	1,704	34.1%	101
HH Subscribes to Fiber Optic TV	185	3.7%	70
HH Owns Portable GPS Device	1,222	24.5%	118
HH Purchased Video Game System/12 Mo	256	5.1%	64
HH Owns Internet Video Device for TV	2,645	53.0%	101
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	6,018	56.1%	104
Took 3+ Domestic Non-Business Trips/12 Mo	1,564	14.6%	105
Spent \$1-999 on Domestic Vacations/12 Mo	1,586	14.8%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	689	6.4%	101
Spent \$1500-1999 on Domestic Vacations/12 Mo	481	4.5%	117
Spent \$2K-2999 on Domestic Vacations/12 Mo	468	4.4%	110
Spent \$3K+ on Domestic Vacations/12 Mo	761	7.1%	107
Used Intrnt Travel Site for Domestic Trip/12 Mo	550	5.1%	92
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,064	28.6%	86
Took 3+ Foreign Trips by Plane/3 Yrs	573	5.3%	73
Spent \$1-999 on Foreign Vacations/12 Mo	756	7.0%	91
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	218	2.0%	66
Spent \$3K+ on Foreign Vacations/12 Mo	361	3.4%	79
Used General Travel Site: Foreign Trip/3 Yrs	557	5.2%	82
Spent Night at Hotel or Motel/12 Mo	5,042	47.0%	104
Took Cruise of More Than One Day/3 Yrs	1,041	9.7%	96
Member of Frequent Flyer Program	2,693	25.1%	91
Member of Hotel Rewards Program	3,212	30.0%	104

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January 23, 2024





## Retail Marketplace Potential

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

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Demographic Summary		2023	2028
Population		46,174	46,215
Population 18+		37,536	37,513
Households		18,617	18,765
Median Household Income		\$70,831	\$77,635
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	23,832	63.5%	104
Bought Women`s Clothing/12 Mo	19,150	51.0%	98
Bought Shoes/12 Mo	28,167	75.0%	101
Bought Fine Jewelry/12 Mo	7,110	18.9%	92
Bought Watch/12 Mo	4,781	12.7%	92
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	17,567	94.4%	103
HH Bought or Leased New Vehicle/12 Mo	1,958	10.5%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	35,099	93.5%	103
Bought or Changed Motor Oil/12 Mo	20,760	55.3%	108
Had Vehicle Tune-Up/12 Mo	9,020	24.0%	97
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	13,786	36.7%	99
Drank Beer or Ale/6 Mo	15,065	40.1%	101
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	4,566	12.2%	111
Own Digital SLR Camera or Camcorder	4,041	10.8%	100
Printed Digital Photos/12 Mo	10,785	28.7%	106
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	12,677	33.8%	97
Have a Smartphone	34,857	92.9%	99
Have Android Phone (Any Brand) Smartphone	15,154	40.4%	104
Have Apple iPhone Smartphone	20,045	53.4%	95
HH Owns 1 Cell Phone	5,893	31.7%	104
HH Owns 2 Cell Phones	7,882	42.3%	108
HH Owns 3+ Cell Phones	4,497	24.2%	84
HH Has Cell Phone Only (No Landline Telephone)	13,117	70.5%	103
<b>Computers (Households)</b>			
HH Owns Computer	16,091	86.4%	101
HH Owns Desktop Computer	7,603	40.8%	102
HH Owns Laptop or Notebook	13,041	70.0%	99
HH Owns Apple/Mac Brand Computer	3,761	20.2%	83
HH Owns PC/Non-Apple Brand Computer	13,823	74.2%	105
HH Purchased Most Recent Home Computer at Store	7,557	40.6%	104
HH Purchased Most Recent Home Computer Online	5,153	27.7%	101
HH Spent \$1-499 on Most Recent Home Computer	3,290	17.7%	112
HH Spent \$500-999 on Most Recent Home Computer	4,129	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	2,149	11.5%	95
HH Spent \$1500-1999 on Most Recent Home Computer	819	4.4%	96
HH Spent \$2K+ on Most Recent Home Computer	887	4.8%	88

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## Retail Marketplace Potential

Waverly, IA Waverly, IA  
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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	25,260	67.3%	105
Bought Brewed Coffee at C-Store/30 Days	4,569	12.2%	101
Bought Cigarettes at C-Store/30 Days	2,556	6.8%	112
Bought Gas at C-Store/30 Days	16,701	44.5%	113
Spent \$1-19 at C-Store/30 Days	2,892	7.7%	104
Spent \$20-39 at C-Store/30 Days	3,696	9.8%	100
Spent \$40-50 at C-Store/30 Days	3,185	8.5%	109
Spent \$51-99 at C-Store/30 Days	2,751	7.3%	120
Spent \$100+ at C-Store/30 Days	8,635	23.0%	110
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	13,040	34.7%	94
Went to Live Theater/12 Mo	2,569	6.8%	100
Went to Bar or Night Club/12 Mo	6,524	17.4%	107
Dined Out/12 Mo	20,453	54.5%	104
Gambled at Casino/12 Mo	3,989	10.6%	99
Visited Theme Park/12 Mo	3,799	10.1%	87
Viewed Movie (Video-on-Demand)/30 Days	3,663	9.8%	88
Viewed TV Show (Video-on-Demand)/30 Days	2,506	6.7%	88
Used Internet to Download Movie/30 Days	2,015	5.4%	89
Downloaded Individual Song/6 Mo	6,761	18.0%	90
Used Internet to Watch Movie/30 Days	11,894	31.7%	93
Used Internet to Watch TV Program/30 Days	8,159	21.7%	98
Played (Console) Video or Electronic Game/12 Mo	5,023	13.4%	104
Played (Portable) Video or Electronic Game/12 Mo	2,536	6.8%	102
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	14,705	39.2%	103
Used ATM or Cash Machine/12 Mo	23,087	61.5%	97
Own Any Stock	5,656	15.1%	101
Own U.S. Savings Bonds	2,896	7.7%	108
Own Shares in Mutual Fund (Stocks)	5,473	14.6%	106
Own Shares in Mutual Fund (Bonds)	3,416	9.1%	106
Have Interest Checking Account	15,912	42.4%	108
Have Non-Interest Checking Account	14,836	39.5%	104
Have Savings Account	28,215	75.2%	102
Have 401(k) Retirement Savings Plan	9,585	25.5%	105
Own or Used Any Credit/Debit Card/12 Mo	34,967	93.2%	100
Avg \$1-110 Monthly Credit Card Expenditures	4,649	12.4%	108
Avg \$111-225 Monthly Credit Card Expenditures	2,845	7.6%	99
Avg \$226-450 Monthly Credit Card Expenditures	3,389	9.0%	98
Avg \$451-700 Monthly Credit Card Expenditures	3,547	9.4%	103
Avg \$701-1000 Monthly Credit Card Expenditures	3,214	8.6%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	4,279	11.4%	97
Avg \$2001+ Monthly Credit Card Expenditures	3,882	10.3%	94
Did Banking Online/12 Mo	22,447	59.8%	102
Did Banking by Mobile Device/12 Mo	17,718	47.2%	98

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## Retail Marketplace Potential

Waverly, IA Waverly, IA  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	17,647	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	13,070	70.2%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	3,031	16.3%	110
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	11,009	59.1%	98
HH Used Fresh Fruit or Vegetables/6 Mo	16,488	88.6%	100
HH Used Fresh Milk/6 Mo	15,694	84.3%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	11,009	59.1%	86
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	18,102	48.2%	98
Exercise at Club 2+ Times/Wk	4,091	10.9%	93
Visited Doctor/12 Mo	30,649	81.7%	102
Used Vitamins or Dietary Supplements/6 Mo	24,511	65.3%	99
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	8,011	43.0%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	5,727	30.8%	101
HH Purchased Low Ticket HH Furnishing/12 Mo	4,691	25.2%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	5,449	29.3%	103
HH Bought Small Kitchen Appliance/12 Mo	4,864	26.1%	100
HH Bought Large Kitchen Appliance/12 Mo	3,096	16.6%	102
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	20,203	53.8%	105
Personally Carry Any Med/Hosp/Accident Insur	32,867	87.6%	103
Homeowner Carries Home/Personal Property Insurance	25,367	67.6%	110
Renter Carries Home/Pers Property Insurance	4,197	11.2%	94
HH Has 1 Vehicle Covered w/Auto Insurance	5,414	29.1%	95
HH Has 2 Vehicles Covered w/Auto Insurance	6,187	33.2%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	5,587	30.0%	114
<b>Pets (Households)</b>			
HH Owns Cat	5,225	28.1%	121
HH Owns Dog	8,044	43.2%	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	6,160	16.4%	88
Buying American Is Important: 4-Agr Cmpl	13,345	35.6%	111
Buy Based on Quality Not Price: 4-Agr Cmpl	5,151	13.7%	91
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,264	11.4%	89
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	4,185	11.1%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,200	11.2%	92
Buy Based on Price Not Brands: 4-Agr Cmpl	10,257	27.3%	101
Am Interested in How to Help Env: 4-Agr Cmpl	6,160	16.4%	88
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	6,756	18.0%	95
Bought Hardcover Book/12 Mo	10,428	27.8%	103
Bought Paperback Book/12 Mo	13,316	35.5%	104
Read Daily Newspaper (Paper Version)	5,983	15.9%	104
Read Digital Newspaper/30 Days	17,811	47.5%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	32,410	86.3%	99

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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	25,746	68.6%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	7,914	21.1%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	34,373	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	13,986	37.3%	96
Ordered Eat-In Fast Food/6 Mo	8,216	21.9%	107
Ordered Home Delivery Fast Food/6 Mo	4,077	10.9%	81
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	23,823	63.5%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,505	20.0%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	21,541	57.4%	97
Own E-Reader	5,241	14.0%	97
Own E-Reader/Tablet: Apple iPad	12,847	34.2%	92
HH Owns Internet Connectable TV	8,192	44.0%	102
Own Portable MP3 Player	4,223	11.3%	101
HH Owns 1 TV	3,310	17.8%	98
HH Owns 2 TVs	5,459	29.3%	104
HH Owns 3 TVs	4,326	23.2%	101
HH Owns 4+ TVs	4,257	22.9%	101
HH Subscribes to Cable TV	6,014	32.3%	95
HH Subscribes to Fiber Optic TV	665	3.6%	68
HH Owns Portable GPS Device	4,480	24.1%	116
HH Purchased Video Game System/12 Mo	912	4.9%	61
HH Owns Internet Video Device for TV	9,575	51.4%	98
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	20,843	55.5%	103
Took 3+ Domestic Non-Business Trips/12 Mo	5,421	14.4%	104
Spent \$1-999 on Domestic Vacations/12 Mo	5,429	14.5%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,387	6.4%	100
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,591	4.2%	111
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,683	4.5%	113
Spent \$3K+ on Domestic Vacations/12 Mo	2,581	6.9%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,909	5.1%	91
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	10,512	28.0%	85
Took 3+ Foreign Trips by Plane/3 Yrs	1,888	5.0%	69
Spent \$1-999 on Foreign Vacations/12 Mo	2,541	6.8%	87
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	785	2.1%	68
Spent \$3K+ on Foreign Vacations/12 Mo	1,189	3.2%	75
Used General Travel Site: Foreign Trip/3 Yrs	1,858	4.9%	78
Spent Night at Hotel or Motel/12 Mo	17,425	46.4%	102
Took Cruise of More Than One Day/3 Yrs	3,461	9.2%	91
Member of Frequent Flyer Program	9,211	24.5%	89
Member of Hotel Rewards Program	10,985	29.3%	102

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