

WAVERLY MAIN STREET

WAVERLY, IOWA



MARKET SNAPSHOT

Esri 2025

Main Street communities across Iowa are investing in their future through revitalization and strategic development. These efforts aim to create vibrant districts that attract residents, visitors, and businesses, ensuring long-term economic vitality. By building on current momentum, communities are positioned to strengthen their role as regional centers for commerce and growth. Revitalization efforts are not only preserving community character but also positioning these areas as vibrant hubs for commerce, culture, and innovation.

This Market Snapshot is designed to support those efforts by providing a clear picture of the local marketplace. Prepared by the Downtown Resource Center at the Iowa Economic Development Authority (IEDA) as part of Main Street Iowa services, the report highlights key demographic trends, retail patterns, and tourism insights that influence economic development strategies. These data points help communities understand who they serve, what consumers want, and where opportunities exist for growth.

Drawing on data from Environmental Systems Research Institute (ESRI), a nationally recognized leader in economic analysis, this report offers a foundation for informed decision-making and strategic business development. Full reports have been shared with each local Main Street organization.



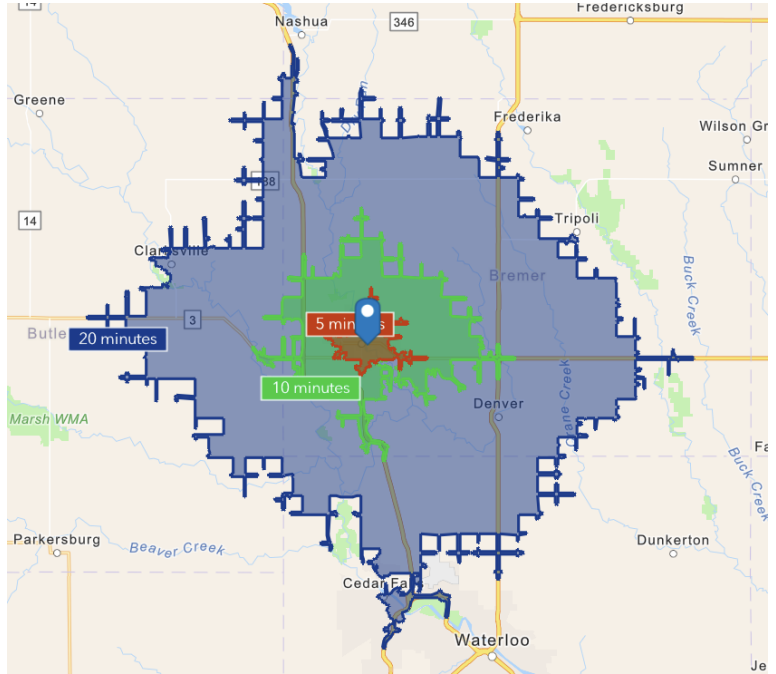
Waverly is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.

WAVERLY DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

ESRI 2025



POPULATION

11,852

10 MINUTE DRIVE TIME | 2025
2025—30 GROWTH: 0.20%

Population	5 Min	10 Min	20 Min
2025 Estimate	7,966	11,852	29,914
Growth (2025-30)	0.24%	0.20%	0.16%

i Est. State Pop Growth (2025-30) 0.29%



DAYTIME POP

7,664

10 MINUTE DRIVE TIME | 2025

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	9,628	13,403	30,960
Workers	5,779	7,664	16,557



HOUSEHOLDS

4,456

10 MINUTE DRIVE TIME | 2025
2025—30 GROWTH: 0.34%

Households	5 Min	10 Min	20 Min
2025 Estimate	2,914	4,456	11,893
HH Growth (2025-30)	0.42%	0.34%	0.24%

i Est. State HH Growth (2025-30) 0.34%



MEDIAN HH INCOME

\$79,370

10 MINUTE DRIVE TIME | 2025
2025—30 GROWTH: 1.11%

Median HH Income	5 Min	10 Min	20 Min
2025 Estimate	\$75,602	\$79,370	\$80,656
Growth (2025-30)	0.97%	1.11%	1.43%

i 2025 State: \$75,042 | 2025-30 Growth: 1.89%

Source: Esri Market Profile | 1.26

WAVERLY DRIVE TIME MARKET



HOUSING UNITS

2025 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2025 Estimate	3,242	4,897	12,911
- Owner Occupied	72.5%	76.2%	77.6%
- Renter Occupied	27.5%	23.8%	22.4%
- Vacant	10.1%	9.0%	7.9%
Estimated State Percent Vacant (2025)			9.4%



TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	72.3%	76.1%	77.6%
— With Mortgage	65.4%	64.7%	64.2%
— Free and Clear	34.7%	35.3%	35.8%
Renter Occupied	27.7%	23.9%	22.4%



DIVERSITY

2025 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2025 Diversity Index	21.3	18.9	15.8

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



\$35,482

PER CAPITA INCOME
5 MINUTES | 2025



34.4

MEDIAN AGE
5 MINUTES | 2025



96.2%

2025 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	\$38,362	10 Minutes	37.6	10 Minutes	96.8%
20 Minutes	\$40,108	20 Minutes	40.4	20 Minutes	96.9%
State	\$40,391	State	39.3	State	97.0%



2025 EMPLOYMENT BY OCCUPATION

2025 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	4,327	6,390	16,087
- White Collar	63.2%	62.9%	60.0%
- Services	18.8%	17.3%	15.1%
- Blue Collar	18.0%	19.8%	25.0%

Source: Esri Market Profile | 1.26

Prepared by the Downtown Resource Center for Waverly Main Street

WAVERLY | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

Top Drive Time Area Esri Tapestry Segments



Classic Comfort (K4) | #1 in 5 & 10 drives times

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,028	35.3%	1,498	33.6%	2,234	18.8%

The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent and rental prices below the national average.

Avg. HH Size: 2.56 Median Age: 40.2 Med. HH Income: \$88K

- ▶ Residents tend to buy budget-friendly items from discount local or chain stores.
- ▶ Homeowners often purchase lawn and garden maintenance tools.
- ▶ These residents have a strong enthusiasm for professional, college, and high school sports.
- ▶ When dining out, they frequent both fast food and sit-down chain restaurants.



Country Charm (I7) | #1 in 20

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
0	0.0%	306	6.9%	3,635	30.6%

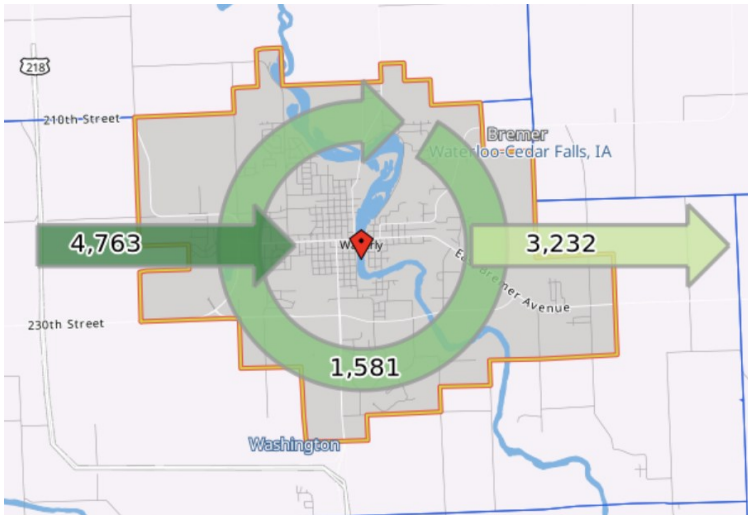
Most residents live outside defined towns or cities in very low-density regions. Agriculture is at the heart of these communities, with many residents self-employed on their own farms or working for neighboring farms. Residents also find employment opportunities in manufacturing, construction, mining, and utilities. Residents tend to own at least two vehicles.

Avg. HH Size: 2.50 Median Age: 43.6 Med. HH Income: \$78K

- ▶ Residents tend to shop for essentials in person, often using coupons, and they turn to online platforms for greater variety and better deals.
- ▶ They often purchase tools and equipment for maintaining their cars, lawns, and gardens.
- ▶ They tend to listen to country music.
- ▶ Residents create and repair things themselves, from home improvement and woodworking to gardening and crafting.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website.

Source: Esri Community Tapestry Segmentation | 1.26



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations | Data year—2023

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct effect on your downtown commercial district.

The US Census Bureau's On The Map feature is a resource to help communities better understand this data.

Inflow/Outflow Job Counts (All Jobs) 2023

	Count	Share
<u>Employed in the Selection Area</u>	6,344	100.0%
<u>Employed in the Selection Area but Living Outside</u>	4,763	75.1%
<u>Employed and Living in the Selection Area</u>	1,581	24.9%
<u>Living in the Selection Area</u>	4,813	100.0%
<u>Living in the Selection Area but Employed Outside</u>	3,232	67.2%
<u>Living and Employed in the Selection Area</u>	1,581	32.8%

Source: US Census Bureau, Center for Economic Studies | 2023

Esri's Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. 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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | WAVERLY (10 MINUTE DRIVE)

Category	2025 Consumer Spending	2030 Forecasted Demand	Projected Growth
Apparel and Services	\$9,386,314	\$10,341,081	\$954,767
Computer	\$1,025,539	\$1,129,834	\$104,295
Entertainment & Recreation	\$16,659,521	\$18,351,269	\$1,691,748
Food at Home	\$29,551,075	\$32,553,931	\$3,002,856
Food Away from Home	\$15,601,932	\$17,189,358	\$1,587,426
Health (drugs, eyewear)	\$3,539,916	\$3,899,198	\$359,282
Home (mortgage & basics)	\$53,605,320	\$59,072,457	\$5,467,137
Household Furnishings & Equipment	\$7,348,702	\$8,096,149	\$747,447
Housekeeping Supplies	\$3,496,946	\$3,852,463	\$355,517
Insurance	\$36,114,047	\$39,784,243	\$3,670,196
Transportation	\$31,721,199	\$34,937,429	\$3,216,230
Travel	\$11,217,222	\$12,360,218	\$1,142,996

Source: Esri Retail Demand Outlook | 1.26

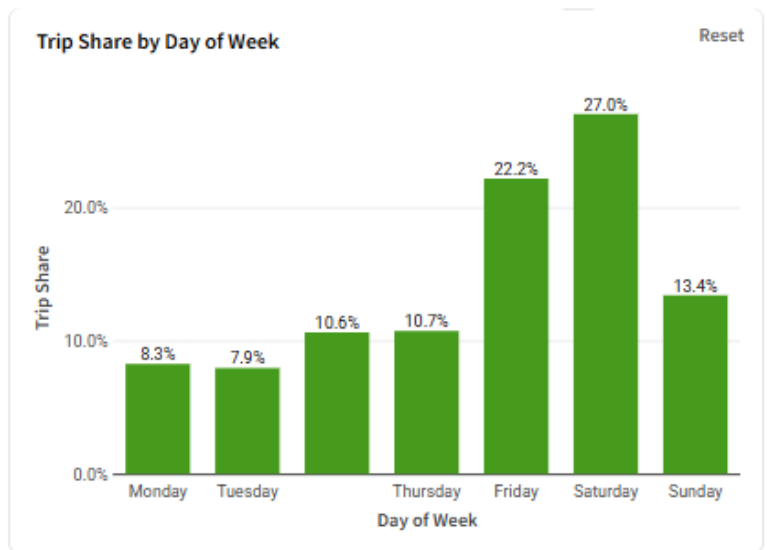
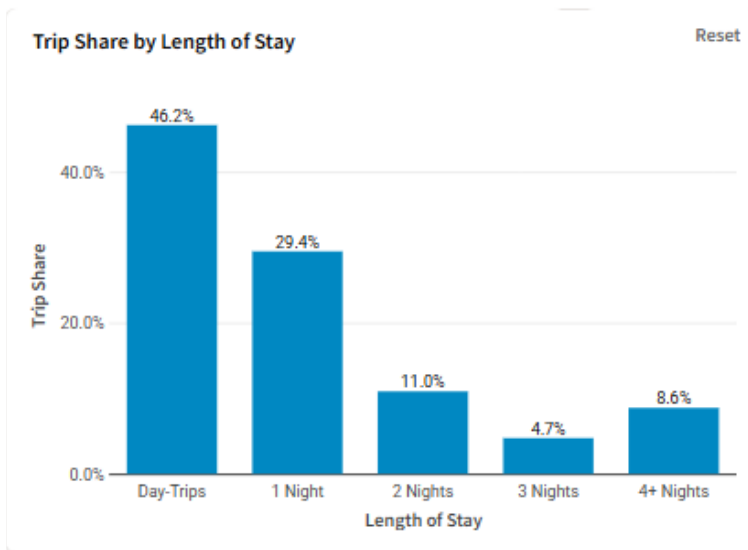
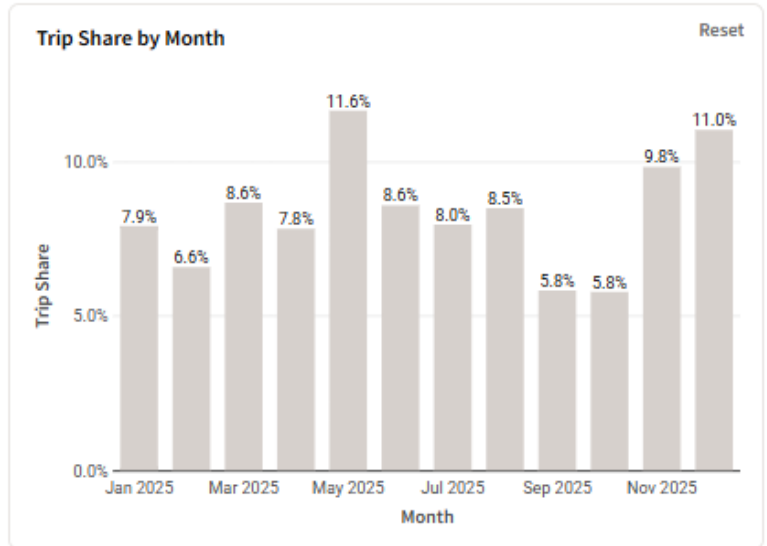
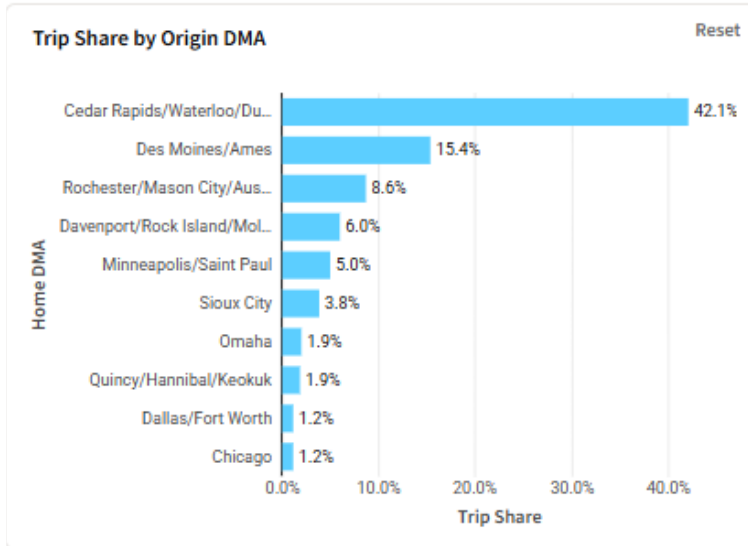
2025 HOUSING UNITS BY VALUE

Median Home Value	5 Min	10 Min	20 Min
2025 Estimate	\$234,586	\$242,972	\$238,516
2030 Estimate	\$280,859	\$293,684	\$285,364
Average Home Value			
2025 Estimate	\$262,883	\$273,222	\$264,994
2030 Estimate	\$308,177	\$320,104	\$307,862

WAVERLY TOURISM DATA

This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year.



UTILIZING TOURISM DATA

- ▶ **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.
- ▶ **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.
- ▶ **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.
- ▶ **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

Interested in more visitation data? The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

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