

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.



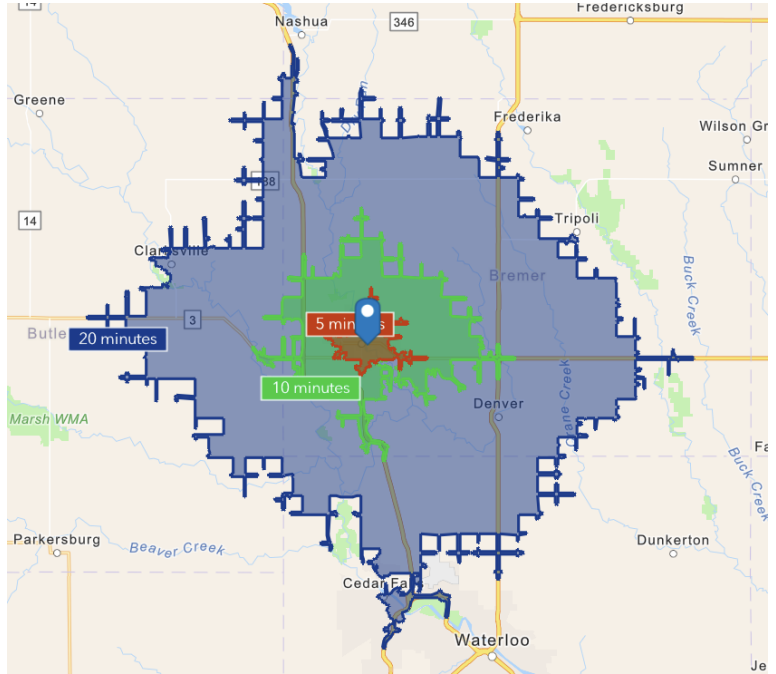
Waverly is a Main Street Iowa community.

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%

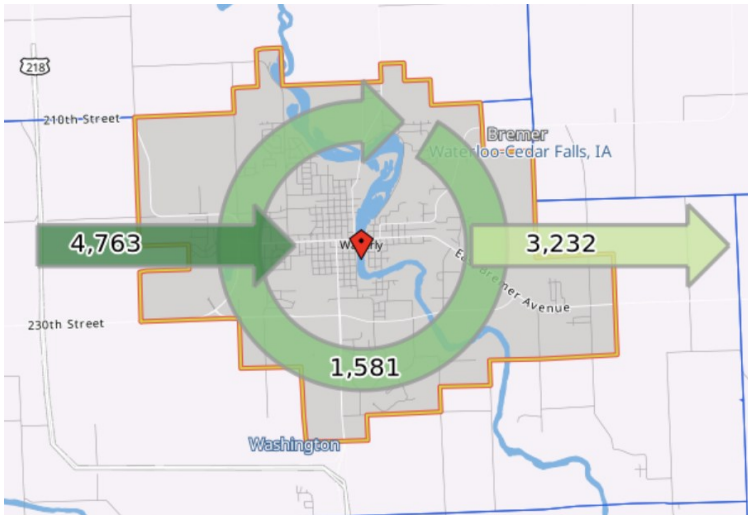
Most residents live outside defined towns or cities in very low-density regions. Agriculture is at the heart of these communities, with many residents self-employed on their own farms or working for neighboring farms. Residents also find employment opportunities in manufacturing, construction, mining,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

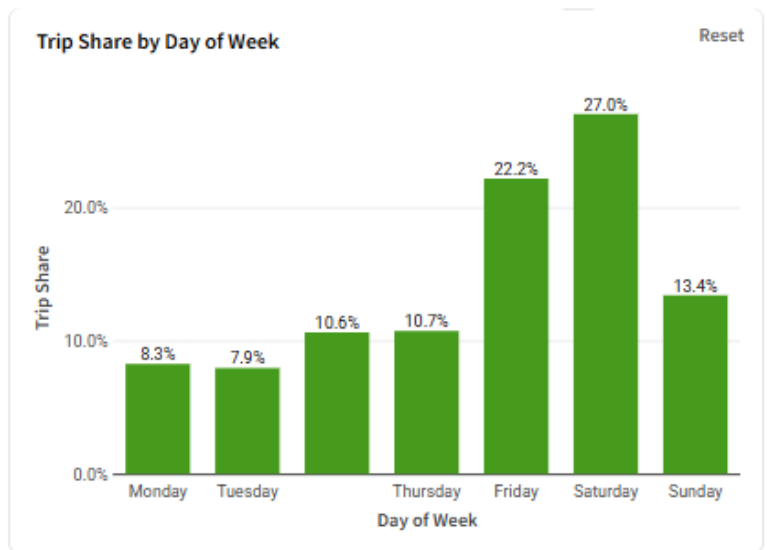
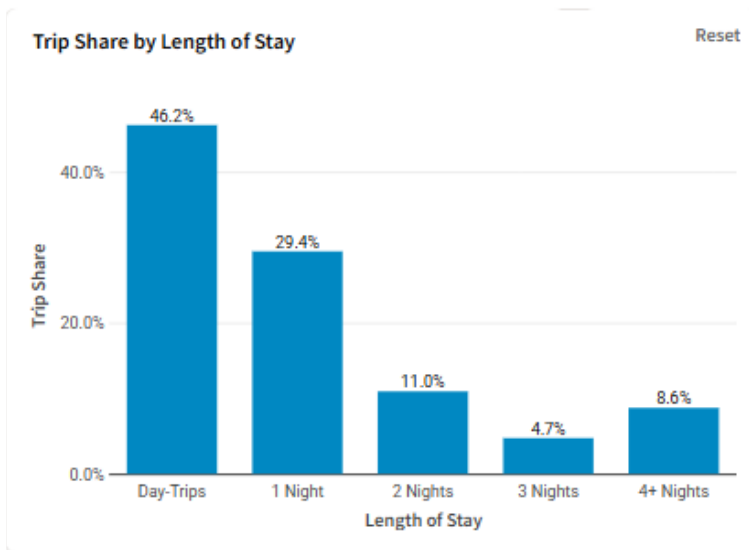
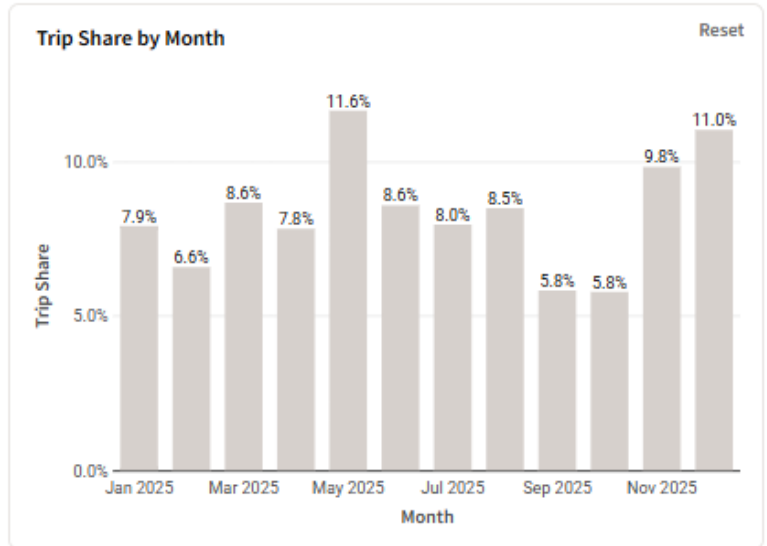
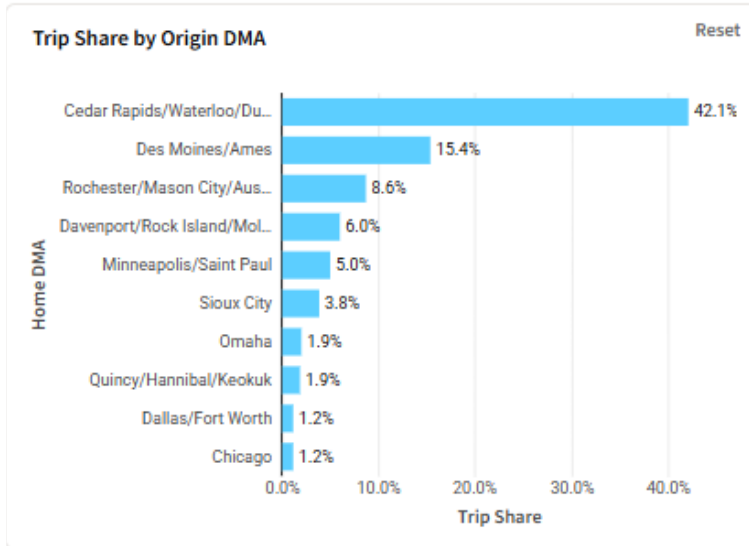
2025 HOUSING UNITS BY VALUE

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:

Matthew Kodis
(matthew.kodis@iowaeda.com)



Retail Demand Outlook

Waverly, Iowa

Pink Daisy Boutique

Drive time: 5, 10, 20 minute radii

Latitude: 42.72601

Longitude: -92.46957

Top Tapestry Segments

Classic Comfort (K4)

Room to Roam (K7)

Loyal Locals (K3)

Legacy Hills (K1)

Middle Ground (K2)

Apparel and Services

Men's

Women's

Children's

Footwear

Watches & Jewelry

Apparel Products and Services (1)

Computer

Computers and Hardware for Home Use

Portable Memory

Computer Software

Computer Accessories

Entertainment & Recreation

Fees and Admissions

Membership Fees for Clubs (2)

Fees for Participant Sports, excl. Trips

Tickets to Theatre/Operas/Concerts

Tickets to Movies

Tickets to Parks or Museums

	Admission to Sporting Events, excl. Trips
	Fees for Recreational Lessons
	Dating Services
	TV/Video/Audio
	Cable and Satellite Television Services
	Televisions
	Satellite Dishes
	VCRs, Video Cameras, and DVD Players
	Miscellaneous Video Equipment
	Video Cassettes and DVDs
	Video Game Hardware/Accessories
	Video Game Software
	Rental/Streaming/Downloaded Video
	Installation of Televisions
	Audio (3)
	Rental and Repair of TV/Radio/Sound Equipment
	Pets
	Toys/Games/Crafts/Hobbies (4)
	Recreational Vehicles and Fees (5)
	Sports/Recreation/Exercise Equipment (6)
	Photo Equipment and Supplies (7)
	Reading (8)
	Catered Affairs (9)

	Food
	Food at Home
	Bakery and Cereal Products
	Meats, Poultry, Fish, and Eggs
	Dairy Products
	Fruits and Vegetables
	Snacks and Other Food at Home (10)
	Food Away from Home

	Alcoholic Beverages
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	Financial
	Value of Stocks/Bonds/Mutual Funds
	Value of Retirement Plans
	Value of Other Financial Assets
	Vehicle Loan Amount excluding Interest
	Value of Credit Card Debt

	Health
	Nonprescription Drugs
	Prescription Drugs
	Eyeglasses and Contact Lenses

	Home
	Mortgage Payment and Basics (11)
	Maintenance and Remodeling Services
	Maintenance and Remodeling Materials (12)
	Utilities, Fuel, and Public Services

	Household Furnishings and Equipment
	Household Textiles (13)
	Furniture
	Rugs
	Major Appliances (14)
	Housewares (15)
	Small Appliances
	Luggage
	Telephones and Accessories

	Household Operations
	Child Care
	Lawn and Garden (16)
	Moving/Storage/Freight Express
	Housekeeping Supplies (17)

	Insurance
	Owners and Renters Insurance
	Vehicle Insurance
	Life/Other Insurance
	Health Insurance

	Personal Care Products (18)
	Educational Books/Supplies/Other Expenditures
	Smoking Products

	Transportation
	Payments on Vehicles excluding Leases
	Gasoline/Diesel Fuel/Electric Vehicle Charging
	Vehicle Maintenance and Repairs

	Travel
	Airline Fares
	Lodging on Trips
	Auto/Truck Rental on Trips
	Food and Drink on Trips

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel

(2) Membership Fees for Clubs includes membership fees for social, recreational, and

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and plan

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions

(9) Catered Affairs includes expenses associated with live entertainment and rental of

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for repair, landscaping materials, and insulation materials for owned homes.

Data Note: The Consumer Spending data is household-based and represents the amount of spending on each variable in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the

5 minutes		
Percent		Demographic Summary
35.3%		Population
17.9%		Households
16.7%		Families
11.7%		Median Age
9.6%		Median Household Income

5 minutes		
2025	2030	Projected
Consumer Spending	Forecasted Demand	Spending Growth
\$5,951,382	\$6,568,016	\$616,634
\$1,212,626	\$1,338,234	\$125,608
\$2,046,424	\$2,258,650	\$212,226
\$788,631	\$870,230	\$81,599
\$1,285,438	\$1,418,581	\$133,143
\$499,117	\$550,831	\$51,714
\$119,145	\$131,488	\$12,343

5 minutes		
\$557,970	\$615,709	\$57,739
\$9,266	\$10,218	\$952
\$40,889	\$45,107	\$4,218
\$47,988	\$52,953	\$4,965

5 minutes		
\$10,348,847	\$11,422,766	\$1,073,919
\$2,276,091	\$2,512,550	\$236,459
\$788,645	\$870,573	\$81,928
\$418,216	\$461,718	\$43,502
\$272,240	\$300,489	\$28,249
\$87,816	\$96,889	\$9,073
\$90,005	\$99,350	\$9,345

\$255,610	\$282,118	\$26,508
\$360,680	\$398,236	\$37,556
\$2,879	\$3,177	\$298
\$3,165,860	\$3,494,211	\$328,351
\$1,728,663	\$1,908,470	\$179,807
\$296,558	\$327,285	\$30,727
\$2,918	\$3,216	\$298
\$10,113	\$11,160	\$1,047
\$79,757	\$88,015	\$8,258
\$11,102	\$12,253	\$1,151
\$120,259	\$132,618	\$12,359
\$58,773	\$64,787	\$6,014
\$498,002	\$549,447	\$51,445
\$3,238	\$3,577	\$339
\$350,722	\$387,035	\$36,313
\$5,755	\$6,349	\$594
\$2,722,598	\$3,005,118	\$282,520
\$460,702	\$508,373	\$47,671
\$484,270	\$534,655	\$50,385
\$640,408	\$706,767	\$66,359
\$177,569	\$195,954	\$18,385
\$309,219	\$341,365	\$32,146
\$112,131	\$123,774	\$11,643

5 minutes		
\$28,407,689	\$31,353,710	\$2,946,021
\$18,515,815	\$20,436,742	\$1,920,927
\$2,488,463	\$2,746,748	\$258,285
\$3,778,542	\$4,170,596	\$392,054
\$1,888,214	\$2,084,119	\$195,905
\$3,098,110	\$3,419,737	\$321,627
\$7,262,486	\$8,015,542	\$753,056
\$9,891,874	\$10,916,968	\$1,025,094

5 minutes		
\$1,660,655	\$1,833,326	\$172,671

5 minutes		
2025	2030	Projected
Consumer Spending	Forecasted Demand	Spending Growth
\$118,480,952	\$130,863,115	\$12,382,163
\$415,576,631	\$458,912,203	\$43,335,572
\$35,152,880	\$38,820,299	\$3,667,419
\$8,979,849	\$9,907,962	\$928,113
\$7,631,178	\$8,423,651	\$792,473

5 minutes		
\$515,153	\$568,719	\$53,566
\$1,323,014	\$1,460,180	\$137,166
\$349,935	\$386,251	\$36,316

5 minutes		
\$33,111,721	\$36,562,884	\$3,451,163
\$11,643,417	\$12,857,717	\$1,214,300
\$2,153,558	\$2,377,584	\$224,026
\$15,154,733	\$16,725,512	\$1,570,779

5 minutes		
\$291,739	\$321,967	\$30,228
\$2,225,571	\$2,456,301	\$230,730
\$98,270	\$108,477	\$10,207
\$1,270,539	\$1,402,553	\$132,014
\$238,398	\$263,122	\$24,724
\$183,329	\$202,273	\$18,944
\$59,759	\$65,959	\$6,200
\$248,624	\$274,324	\$25,700

5 minutes		
\$1,403,668	\$1,549,276	\$145,608
\$1,787,060	\$1,973,291	\$186,231
\$278,479	\$307,349	\$28,870
\$2,195,211	\$2,422,950	\$227,739

5 minutes		
\$2,289,407	\$2,527,491	\$238,084
\$5,429,311	\$5,991,300	\$561,989
\$1,747,541	\$1,929,294	\$181,753
\$13,000,391	\$14,351,465	\$1,351,074

5 minutes		
\$1,475,739	\$1,628,426	\$152,687
\$238,319	\$262,821	\$24,502
\$1,268,516	\$1,399,359	\$130,843

5 minutes		
\$7,737,038	\$8,537,854	\$800,816
\$8,683,624	\$9,581,920	\$898,296
\$3,405,770	\$3,758,605	\$352,835

5 minutes		
\$1,927,031	\$2,127,409	\$200,378
\$2,726,645	\$3,010,378	\$283,733
\$293,883	\$324,382	\$30,499
\$2,062,628	\$2,276,883	\$214,255

rel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and v
l health clubs.

ent and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musi
ment, arcade games, online entertainment and games, and stamp and coin collecting.

es, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp f
me tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, wate

ment, rental and repair of photo equipment, and photographer fees.

ons, and single copies of magazines and newspapers.

f party supplies.

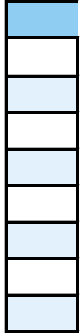
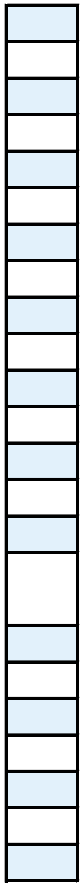
veeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanu
red dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

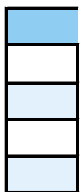
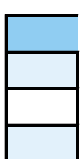
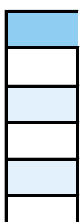
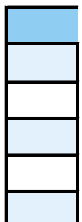
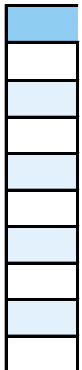
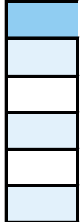
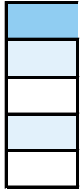
roperty taxes, homeowners insurance, and ground rent on owned dwellings.

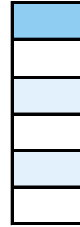
ainting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials f

unt spent for a product or service by all households in an area. Detail may not sum to totals due to roun

he 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.







watch and jewelry repair.

cal instruments and accessories, and rental and repair of musical instruments.

ees.

or sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise

t butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings,

or roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work,

ding. This report is not a comprehensive list of all consumer spending variables therefore the

10 minutes		
	Percent	
Top Tapestry Segments		
Classic Comfort (K4)	33.6%	
Room to Roam (K7)	22.3%	
Loyal Locals (K3)	17.3%	
Legacy Hills (K1)	7.9%	
Country Charm (I7)	6.9%	

10 minutes		
	2025	2030
	Consumer Spending	Forecasted Demand
Apparel and Services	\$9,386,314	\$10,341,081
Men's	\$1,908,347	\$2,102,502
Women's	\$3,215,848	\$3,543,475
Children's	\$1,248,767	\$1,375,509
Footwear	\$2,046,823	\$2,254,545
Watches & Jewelry	\$779,321	\$858,787
Apparel Products and Services (1)	\$187,208	\$206,263

10 minutes		
Computer		
Computers and Hardware for Home Use	\$869,523	\$958,026
Portable Memory	\$14,718	\$16,203
Computer Software	\$64,908	\$71,469
Computer Accessories	\$76,390	\$84,136
	\$1,025,539	\$1,129,834

10 minutes		
Entertainment & Recreation		
Fees and Admissions	\$3,613,725	\$3,982,180
Membership Fees for Clubs (2)	\$1,250,005	\$1,377,509
Fees for Participant Sports, excl. Trips	\$664,540	\$732,359
Tickets to Theatre/Operas/Concerts	\$430,576	\$474,450
Tickets to Movies	\$136,187	\$150,037
Tickets to Parks or Museums	\$147,020	\$161,921

Admission to Sporting Events, excl. Trips	\$410,915	\$452,672
Fees for Recreational Lessons	\$570,203	\$628,517
Dating Services	\$4,279	\$4,717
TV/Video/Audio	\$5,050,268	\$5,563,433
Cable and Satellite Television Services	\$2,794,589	\$3,078,725
Televisions	\$464,229	\$511,491
Satellite Dishes	\$4,502	\$4,955
VCRs, Video Cameras, and DVD Players	\$16,131	\$17,767
Miscellaneous Video Equipment	\$120,805	\$133,137
Video Cassettes and DVDs	\$17,561	\$19,344
Video Game Hardware/Accessories	\$188,264	\$207,280
Video Game Software	\$89,587	\$98,635
Rental/Streaming/Downloaded Video	\$785,564	\$865,224
Installation of Televisions	\$5,074	\$5,597
Audio (3)	\$555,041	\$611,450
Rental and Repair of TV/Radio/Sound Equipment	\$8,921	\$9,828
Pets	\$4,444,729	\$4,894,984
Toys/Games/Crafts/Hobbies (4)	\$739,071	\$813,967
Recreational Vehicles and Fees (5)	\$801,186	\$882,450
Sports/Recreation/Exercise Equipment (6)	\$1,048,950	\$1,154,984
Photo Equipment and Supplies (7)	\$280,664	\$309,195
Reading (8)	\$496,855	\$547,373
Catered Affairs (9)	\$184,072	\$202,704

10 minutes		
Food	\$45,153,007	\$49,743,289
Food at Home	\$29,551,075	\$32,553,931
Bakery and Cereal Products	\$3,973,079	\$4,377,000
Meats, Poultry, Fish, and Eggs	\$6,018,013	\$6,629,722
Dairy Products	\$3,028,568	\$3,336,086
Fruits and Vegetables	\$4,937,823	\$5,439,993
Snacks and Other Food at Home (10)	\$11,593,592	\$12,771,130
Food Away from Home	\$15,601,932	\$17,189,358

10 minutes		
Alcoholic Beverages	\$2,621,855	\$2,889,437

10 minutes		
	2025	2030
	Consumer Spending	Forecasted Demand
Financial		
Value of Stocks/Bonds/Mutual Funds	\$191,472,758	\$211,060,658
Value of Retirement Plans	\$676,961,238	\$745,990,926
Value of Other Financial Assets	\$56,389,814	\$62,151,753
Vehicle Loan Amount excluding Interest	\$14,318,409	\$15,769,358
Value of Credit Card Debt	\$12,078,940	\$13,309,536

10 minutes		
Health		
Nonprescription Drugs	\$825,634	\$909,650
Prescription Drugs	\$2,142,962	\$2,360,325
Eyeglasses and Contact Lenses	\$571,320	\$629,223
	\$3,539,916	\$3,899,198

10 minutes		
Home		
Mortgage Payment and Basics (11)	\$53,605,320	\$59,072,457
Maintenance and Remodeling Services	\$19,228,201	\$21,183,971
Maintenance and Remodeling Materials (12)	\$3,628,874	\$3,995,871
Utilities, Fuel, and Public Services	\$24,281,845	\$26,746,334

10 minutes		
Household Furnishings and Equipment		
Household Textiles (13)	\$461,352	\$508,251
Furniture	\$3,534,377	\$3,893,923
Rugs	\$155,676	\$171,547
Major Appliances (14)	\$2,041,161	\$2,248,819
Housewares (15)	\$378,451	\$416,936
Small Appliances	\$288,830	\$318,120
Luggage	\$93,507	\$103,049
Telephones and Accessories	\$395,348	\$435,504
	\$7,348,702	\$8,096,149

10 minutes		
Household Operations		
Child Care	\$2,219,324	\$2,445,405
Lawn and Garden (16)	\$2,947,196	\$3,246,692
Moving/Storage/Freight Express	\$430,045	\$473,885
Housekeeping Supplies (17)	\$3,496,946	\$3,852,463

10 minutes		
Insurance		
Owners and Renters Insurance	\$3,730,878	\$4,109,947
Vehicle Insurance	\$8,599,731	\$9,472,869
Life/Other Insurance	\$2,819,929	\$3,107,045
Health Insurance	\$20,963,509	\$23,094,382
	\$36,114,047	\$39,784,243

10 minutes		
Personal Care Products (18)	\$2,315,033	\$2,550,410
Educational Books/Supplies/Other Expenditures	\$371,233	\$408,821
Smoking Products	\$2,017,975	\$2,221,974

10 minutes		
Transportation		
Payments on Vehicles excluding Leases	\$12,396,100	\$13,653,010
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$13,881,165	\$15,288,025
Vehicle Maintenance and Repairs	\$5,443,934	\$5,996,394

\$31,721,199

\$34,937,429

10 minutes

Travel		
Airline Fares	\$3,043,798	\$3,354,574
Lodging on Trips	\$4,397,200	\$4,845,135
Auto/Truck Rental on Trips	\$466,821	\$514,354
Food and Drink on Trips	\$3,309,403	\$3,646,155
	\$11,217,222	\$12,360,218

\$84,016
\$217,363
\$57,903

\$359,282

\$5,467,137
\$1,955,770
\$366,997
\$2,464,489

\$46,899
\$359,546
\$15,871
\$207,658
\$38,485
\$29,290
\$9,542
\$40,156

\$747,447

\$226,081
\$299,496
\$43,840
\$355,517

\$379,069
\$873,138
\$287,116
\$2,130,873

\$3,670,196

\$235,377
\$37,588
\$203,999

\$1,256,910
\$1,406,860
\$552,460

\$3,216,230

	\$310,776
	\$447,935
	\$47,533
	\$336,752

\$1,142,996

20 minutes		
	Percent	
Top Tapestry Segments		
Country Charm (I7)	30.6%	
Classic Comfort (K4)	18.8%	
Room to Roam (K7)	14.8%	
Loyal Locals (K3)	8.8%	
Emerging Hub (D1)	7.3%	

20 minutes		
	2025	2030
	Consumer Spending	Forecasted Demand
Apparel and Services	\$24,703,384	\$27,365,966
Men's	\$4,974,773	\$5,511,255
Women's	\$8,306,619	\$9,204,255
Children's	\$3,360,404	\$3,722,202
Footwear	\$5,632,874	\$6,236,135
Watches & Jewelry	\$1,948,155	\$2,159,715
Apparel Products and Services (1)	\$480,559	\$532,404

20 minutes		
Computer		
Computers and Hardware for Home Use	\$2,236,350	\$2,478,497
Portable Memory	\$41,807	\$46,252
Computer Software	\$186,494	\$206,341
Computer Accessories	\$210,610	\$233,107

20 minutes		
Entertainment & Recreation		
Fees and Admissions	\$9,331,488	\$10,340,005
Membership Fees for Clubs (2)	\$3,184,990	\$3,529,315
Fees for Participant Sports, excl. Trips	\$1,703,071	\$1,887,682
Tickets to Theatre/Operas/Concerts	\$1,121,065	\$1,241,916
Tickets to Movies	\$354,153	\$392,513
Tickets to Parks or Museums	\$427,122	\$472,497

Admission to Sporting Events, excl. Trips	\$1,091,718	\$1,209,052
Fees for Recreational Lessons	\$1,438,633	\$1,595,120
Dating Services	\$10,736	\$11,911
TV/Video/Audio	\$13,564,062	\$15,016,912
Cable and Satellite Television Services	\$7,585,647	\$8,394,196
Televisions	\$1,200,707	\$1,330,669
Satellite Dishes	\$12,446	\$13,776
VCRs, Video Cameras, and DVD Players	\$44,211	\$48,941
Miscellaneous Video Equipment	\$294,383	\$327,072
Video Cassettes and DVDs	\$49,749	\$55,039
Video Game Hardware/Accessories	\$519,538	\$575,155
Video Game Software	\$241,926	\$267,939
Rental/Streaming/Downloaded Video	\$2,116,032	\$2,343,504
Installation of Televisions	\$11,890	\$13,196
Audio (3)	\$1,464,827	\$1,622,257
Rental and Repair of TV/Radio/Sound Equipment	\$22,707	\$25,167
Pets	\$12,669,367	\$14,012,222
Toys/Games/Crafts/Hobbies (4)	\$2,047,114	\$2,265,522
Recreational Vehicles and Fees (5)	\$2,276,285	\$2,518,057
Sports/Recreation/Exercise Equipment (6)	\$3,089,831	\$3,416,631
Photo Equipment and Supplies (7)	\$741,438	\$821,169
Reading (8)	\$1,375,552	\$1,522,058
Catered Affairs (9)	\$542,582	\$599,993

20 minutes		
Food	\$120,782,282	\$133,745,833
Food at Home	\$79,972,305	\$88,533,915
Bakery and Cereal Products	\$10,702,291	\$11,848,575
Meats, Poultry, Fish, and Eggs	\$16,201,187	\$17,937,063
Dairy Products	\$8,317,549	\$9,205,554
Fruits and Vegetables	\$13,301,864	\$14,727,395
Snacks and Other Food at Home (10)	\$31,449,414	\$34,815,328
Food Away from Home	\$40,809,977	\$45,211,918

20 minutes		
Alcoholic Beverages	\$6,715,774	\$7,442,276

20 minutes		
	2025	2030
	Consumer Spending	Forecasted Demand
Financial		
Value of Stocks/Bonds/Mutual Funds	\$491,071,768	\$543,872,027
Value of Retirement Plans	\$1,774,732,057	\$1,964,891,521
Value of Other Financial Assets	\$142,952,438	\$158,398,813
Vehicle Loan Amount excluding Interest	\$38,793,538	\$42,952,188
Value of Credit Card Debt	\$31,364,327	\$34,748,296

20 minutes		
Health		
Nonprescription Drugs	\$2,219,918	\$2,457,818
Prescription Drugs	\$5,790,074	\$6,406,208
Eyeglasses and Contact Lenses	\$1,613,593	\$1,784,734

20 minutes		
Home		
Mortgage Payment and Basics (11)	\$139,533,299	\$154,549,927
Maintenance and Remodeling Services	\$52,937,871	\$58,574,445
Maintenance and Remodeling Materials (12)	\$10,648,491	\$11,770,734
Utilities, Fuel, and Public Services	\$65,801,776	\$72,836,829

20 minutes		
Household Furnishings and Equipment		
Household Textiles (13)	\$1,223,521	\$1,355,079
Furniture	\$9,254,677	\$10,252,013
Rugs	\$400,570	\$443,817
Major Appliances (14)	\$5,419,845	\$6,001,576
Housewares (15)	\$1,009,090	\$1,117,404
Small Appliances	\$787,605	\$871,985
Luggage	\$235,446	\$261,015
Telephones and Accessories	\$1,010,631	\$1,119,269

20 minutes		
Household Operations		
Child Care	\$5,706,264	\$6,325,135
Lawn and Garden (16)	\$8,163,036	\$9,030,258
Moving/Storage/Freight Express	\$1,126,441	\$1,248,235
Housekeeping Supplies (17)	\$9,332,554	\$10,333,339

20 minutes		
Insurance		
Owners and Renters Insurance	\$10,073,467	\$11,150,303
Vehicle Insurance	\$22,954,494	\$25,420,597
Life/Other Insurance	\$7,457,374	\$8,257,571
Health Insurance	\$56,712,952	\$62,773,815

20 minutes		
Personal Care Products (18)	\$6,029,321	\$6,680,085
Educational Books/Supplies/Other Expenditures	\$978,802	\$1,084,247
Smoking Products	\$5,597,856	\$6,193,202

20 minutes		
Transportation		
Payments on Vehicles excluding Leases	\$33,677,585	\$37,284,030
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$37,930,912	\$41,985,822
Vehicle Maintenance and Repairs	\$14,865,597	\$16,455,129

20 minutes

Travel		
Airline Fares	\$7,789,713	\$8,632,877
Lodging on Trips	\$11,646,492	\$12,896,160
Auto/Truck Rental on Trips	\$1,229,449	\$1,361,896
Food and Drink on Trips	\$8,831,167	\$9,778,816

	2025	2030
Demographic Summary		
Population	29,914	30,157
Households	11,893	12,034
Families	7,673	7,695
Median Age	40.4	41.4
Median Household Income	\$80,656	\$86,570

Projected Spending Growth	
	\$2,662,582
	\$536,482
	\$897,636
	\$361,798
	\$603,261
	\$211,560
	\$51,845

\$242,147
\$4,445
\$19,847
\$22,497

\$4,874,850
\$1,008,517
\$344,325
\$184,611
\$120,851
\$38,360
\$45,375

\$117,334
\$156,487
\$1,175
\$1,452,850
\$808,549
\$129,962
\$1,330
\$4,730
\$32,689
\$5,290
\$55,617
\$26,013
\$227,472
\$1,306
\$157,430
\$2,460
\$1,342,855
\$218,408
\$241,772
\$326,800
\$79,731
\$146,506
\$57,411

\$12,963,551
\$8,561,610
\$1,146,284
\$1,735,876
\$888,005
\$1,425,531
\$3,365,914
\$4,401,941

\$726,502

Projected Spending Growth
\$52,800,259
\$190,159,464
\$15,446,375
\$4,158,650
\$3,383,969

\$237,900
\$616,134
\$171,141

\$15,016,628
\$5,636,574
\$1,122,243
\$7,035,053

\$131,558
\$997,336
\$43,247
\$581,731
\$108,314
\$84,380
\$25,569
\$108,638

\$618,871
\$867,222
\$121,794
\$1,000,785

\$1,076,836
\$2,466,103
\$800,197
\$6,060,863

\$650,764
\$105,445
\$595,346

\$3,606,445
\$4,054,910
\$1,589,532


\$843,164
\$1,249,668
\$132,447
\$947,649

Market Profile

Waverly, Iowa
Pink Daisy Boutique
Drive time: 5, 10, 20 minute radii



Population Summary	5 minutes	10 minutes	20 minutes
2010 Total Population	7,591	11,081	28,858
2020 Total Population	7,805	11,646	29,487
2020 Group Quarters	1,350	1,419	1,718
2025 Total Population	7,966	11,852	29,914
2025 Group Quarters	1,383	1,453	1,752
2030 Total Population	8,064	11,973	30,157
2025-2030 Annual Rate	0.24%	0.20%	0.16%
2025 Total Daytime Population	9,628	13,403	30,960
Workers	5,779	7,664	16,557
Residents	3,849	5,739	14,403
Household Summary			
2010 Total Households	2,670	4,077	11,400
2010 Average Household Size	2.27	2.33	2.37
2020 Total Households	2,823	4,340	11,679
2020 Average Household Size	2.29	2.36	2.38
2025 Total Households	2,914	4,456	11,893
2025 Average Household Size	2.26	2.33	2.37
2030 Total Households	2,975	4,532	12,034
2030 Average Household Size	2.25	2.32	2.36
2025-2030 Annual Rate	0.42%	0.34%	0.24%
2025 Families	1,786	2,843	7,673
2025 Average Family Size	2.84	2.87	2.90
2030 Families	1,806	2,864	7,695
2030 Average Family Size	2.82	2.85	2.89
2025-2030 Growth Rate	0.2%	0.1%	0.1%
Median Household Income			
2025	\$75,602	\$79,370	\$80,656
2030	\$79,340	\$83,889	\$86,570

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	5 minutes	10 minutes	20 minutes
2025	\$35,482	\$38,362	\$40,108
2030	\$38,664	\$41,799	\$44,039

2025 Households by Income

Household Income Base	5 minutes	10 minutes	20 minutes
<\$10,000	6.6%	5.5%	3.6%
\$10,000-14,999	2.0%	1.7%	1.8%
\$15,000-19,999	2.7%	2.1%	1.9%
\$20,000-24,999	4.6%	4.4%	2.8%
\$25,000-29,999	1.7%	1.7%	2.5%
\$30,000-34,999	3.2%	3.0%	3.3%
\$35,000-39,999	4.6%	4.3%	4.3%
\$40,000-44,999	3.1%	3.3%	4.2%
\$45,000-49,999	2.2%	2.3%	3.4%
\$50,000-59,999	10.5%	9.8%	7.8%
\$60,000-74,999	8.1%	8.0%	9.2%
\$75000-99999	17.3%	17.4%	17.9%
\$100,000-124,999	13.1%	14.1%	13.4%
\$125,000-149,999	6.1%	6.6%	7.3%
\$150000-199999	6.4%	7.5%	8.6%
\$200,000-249,999	3.0%	3.3%	3.4%
\$250,000-299,999	1.0%	1.1%	1.1%
\$300,000-399,999	0.6%	0.7%	0.7%
\$400,000-499,999	1.1%	1.2%	0.9%
\$500,000+	2.0%	2.1%	1.9%
Average Household Income	\$97,759	\$101,921	\$101,220

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	111	113	116
Percent of Income for Mortgage	19.4%	19.2%	18.5%
Wealth Index	82	90	87

Median Home Value

2025	\$234,586	\$242,972	\$238,516
2030	\$280,859	\$293,684	\$285,364



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	5 minutes	10 minutes	20 minutes
Total Owner Occupied Housing Units	2,113	3,396	9,228
<\$50,000	2.2%	2.4%	2.0%
\$50,000 - \$99,999	3.0%	3.2%	4.7%
\$100,000 - \$149,999	15.0%	13.4%	11.9%
\$150,000 - \$199,999	19.1%	17.6%	19.3%
\$200,000 - \$249,999	15.4%	15.6%	15.7%
\$250,000 - \$299,999	13.4%	12.7%	13.5%
\$300,000 - \$399,999	19.4%	20.8%	20.1%
\$400,000 - \$499,999	7.8%	8.5%	8.0%
\$500,000 - \$749,999	3.6%	4.8%	4.1%
\$750,000 - \$999,999	0.9%	0.7%	0.5%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.0%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$262,883	\$273,222	\$264,994

Housing Unit Summary

2010 Total Housing Units	2,834	4,278	11,991
Owner Occupied Housing Units	70.5%	74.0%	76.8%
Renter Occupied Housing Units	29.5%	26.0%	23.3%
Vacant Housing Units	5.8%	4.7%	4.9%
2020 Housing Units	3,109	4,717	12,555
Owner Occupied Housing Units	72.3%	76.1%	77.6%
Renter Occupied Housing Units	27.7%	23.9%	22.4%
Vacant Housing Units	8.5%	8.2%	7.5%
2025 Housing Units	3,242	4,897	12,911
Owner Occupied Housing Units	72.5%	76.2%	77.6%
Renter Occupied Housing Units	27.5%	23.8%	22.4%
Vacant Housing Units	10.1%	9.0%	7.9%
2030 Total Housing Units	3,309	4,982	13,062
Owner Occupied Housing Units	73.2%	76.9%	78.3%
Renter Occupied Housing Units	26.8%	23.1%	21.7%
Vacant Housing Units	10.1%	9.0%	7.9%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	5 minutes	10 minutes	20 minutes
Males	3,842	5,806	14,978
Females	4,124	6,046	14,936

Median Age	5 minutes	10 minutes	20 minutes
2010	30.3	34.7	38.9
2020	33.4	36.6	39.6
2025	34.4	37.6	40.4
2030	35.6	38.9	41.4

2025 Population by Age	5 minutes	10 minutes	20 minutes
Total	7,967	11,851	29,913
0 - 4	5.0%	5.2%	5.3%
5 - 9	4.9%	5.3%	5.7%
10 - 14	6.0%	6.4%	6.4%
15 - 24	25.4%	20.8%	15.8%
25 - 34	9.3%	9.3%	10.5%
35 - 44	11.0%	11.8%	12.3%
45 - 54	10.0%	10.9%	11.5%
55 - 64	8.8%	9.6%	10.9%
65 - 74	9.8%	10.7%	11.7%
75 - 84	6.8%	7.2%	7.4%
85 +	3.6%	3.3%	3.0%
18 +	80.3%	79.1%	78.6%

2025 Population 15+ by Marital Status	5 minutes	10 minutes	20 minutes
Total	6,702	9,850	24,720
Never Married	45.3%	39.2%	31.0%
Married	42.1%	48.9%	56.0%
Widowed	5.8%	5.5%	5.8%
Divorced	6.8%	6.4%	7.3%

2025 Pop 25+ by Educational Attainment	5 minutes	10 minutes	20 minutes
Total	4,681	7,383	20,009
Less than 9th Grade	0.7%	0.7%	1.0%
9th - 12th Grade, No Diploma	4.3%	3.8%	3.4%
High School Graduate	25.1%	24.9%	25.8%
GED/Alternative Credential	2.6%	2.9%	3.6%
Some College, No Degree	11.9%	12.6%	15.6%
Associate Degree	11.1%	12.2%	13.9%
Bachelor's Degree	28.7%	26.9%	24.3%
Graduate/Professional Degree	15.6%	16.0%	12.3%

2020 Population by Race/Ethnicity

Total	7,805	11,646	29,487
White Alone	91.2%	92.3%	93.7%
Black Alone	2.4%	1.9%	1.3%
American Indian Alone	0.3%	0.2%	0.1%
Asian Alone	1.7%	1.4%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	0.7%
Two or More Races	0.9%	0.8%	0.7%
Hispanic Origin	2.9%	2.6%	2.2%
Diversity Index	21.3	18.9	15.8

2025 Population by Race/Ethnicity

Total	7,967	11,852	29,915
White Alone	90.6%	91.7%	93.1%
Black Alone	2.6%	2.1%	1.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.6%	1.4%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	3.9%	3.6%	3.6%
Hispanic Origin	3.1%	2.8%	2.4%
Diversity Index	22.6	20.2	17.3



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

	5 minutes	10 minutes	20 minutes
Total	4,327	6,390	16,087
White Collar	63.2%	62.9%	60.0%
Management/Business/Financial	17.4%	19.3%	16.8%
Professional	29.4%	27.5%	25.8%
Sales	5.5%	5.8%	7.1%
Administrative Support	10.9%	10.3%	10.3%
Services	18.8%	17.3%	15.1%

2025 Employed Pop 16+ by Occupation

	5 minutes	10 minutes	20 minutes
Total	4,327	6,390	16,087
Blue Collar	18.0%	19.8%	25.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.5%
Construction/Extraction	4.7%	4.9%	5.0%
Installation/Maintenance/Repair	2.5%	2.6%	4.5%
Production	4.1%	5.0%	8.0%
Transportation/Material Moving	6.6%	7.0%	7.0%
White Collar	63.2%	62.9%	60.0%
Management/Business/Financial	17.4%	19.3%	16.8%
Professional	29.4%	27.5%	25.8%
Sales	5.5%	5.8%	7.1%
Administrative Support	10.9%	10.3%	10.3%
Services	18.8%	17.3%	15.1%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,327	6,390	16,087
Population 16+ Employed	96.2%	96.8%	96.9%
Population 16+ Unemployment rate	3.8%	3.2%	3.1%
Population 16-24 Employed	27.8%	22.8%	17.3%
Population 16-24 Unemployment rate	8.6%	8.0%	7.5%
Population 25-54 Employed	50.2%	53.4%	56.5%
Population 25-54 Unemployment rate	1.0%	1.1%	2.2%
Population 55-64 Employed	11%	13%	15%
Population 55-64 Unemployment rate	3.2%	2.4%	2.0%
Population 65+ Employed	7%	8%	8%
Population 65+ Unemployment rate	4.2%	3.6%	1.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	5 minutes	10 minutes	20 minutes
Total	4,163	6,188	15,585
Agriculture/Mining	1.2%	1.8%	2.6%
Construction	5.0%	5.1%	6.5%
Manufacturing	11.4%	12.8%	16.2%
Wholesale Trade	1.1%	1.6%	1.8%
Retail Trade	7.5%	7.2%	9.8%
Transportation/Utilities	4.0%	4.7%	4.8%
Information	1%	1%	1%
Finance/Insurance/Real Estate	7.4%	8.3%	6.5%
Services	58.4%	54.8%	47.5%
Public Administration	2.9%	2.6%	3.1%

2025 Consumer Spending

Apparel & Services: Total \$	\$5,951,382	\$9,386,314	\$24,703,384
Average Spent	\$2,042.34	\$2,106.44	\$2,077.14
Spending Potential Index	83	86	85
Education: Total \$	\$4,499,190	\$7,054,842	\$18,118,708
Average Spent	\$1,543.99	\$1,583.22	\$1,523.48
Spending Potential Index	87	89	85
Entertainment/Recreation: Total \$	\$10,348,847	\$16,659,521	\$45,637,719
Average Spent	\$3,551.42	\$3,738.67	\$3,837.36
Spending Potential Index	86	91	93
Food at Home: Total \$	\$18,515,815	\$29,551,075	\$79,972,305
Average Spent	\$6,354.09	\$6,631.75	\$6,724.32
Spending Potential Index	85	89	90
Food Away from Home: Total \$	\$9,891,874	\$15,601,932	\$40,809,977
Average Spent	\$3,394.60	\$3,501.33	\$3,431.43
Spending Potential Index	82	85	83
Health Care: Total \$	\$20,346,656	\$32,928,278	\$90,162,152
Average Spent	\$6,982.38	\$7,389.65	\$7,581.11
Spending Potential Index	90	96	98
HH Furnishings & Equipment: Total \$	\$7,302,142	\$11,648,519	\$30,802,970
Average Spent	\$2,505.88	\$2,614.12	\$2,590.01
Spending Potential Index	86	90	89
Personal Care Products & Services: Total \$	\$2,581,961	\$4,055,696	\$10,374,995
Average Spent	\$886.05	\$910.17	\$872.36
Spending Potential Index	85	87	83



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	5 minutes	10 minutes	20 minutes
Shelter: Total \$	\$62,917,101	\$99,422,687	\$262,098,351
Average Spent	\$21,591.32	\$22,312.09	\$22,038.04
Spending Potential Index	81	84	83
Support Payments/Gifts in Kind: Total \$	\$8,229,550	\$13,252,353	\$35,347,268
Average Spent	\$2,824.14	\$2,974.05	\$2,972.11
Spending Potential Index	86	90	90
Travel: Total \$	\$8,729,149	\$13,999,582	\$37,106,542
Average Spent	\$2,995.59	\$3,141.74	\$3,120.03
Spending Potential Index	83	87	86
Vehicle Maintenance & Repairs: Total \$	\$3,405,770	\$5,443,934	\$14,865,597
Average Spent	\$1,168.76	\$1,221.71	\$1,249.95
Spending Potential Index	87	91	93

Top Tapestry Segment

5 minutes

Classic Comfort (K4):

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

[Learn more about this segment...](#)

10 minutes

Classic Comfort (K4):

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

[Learn more about this segment...](#)

20 minutes

Country Charm (I7):

This segment is characterized by rural, vehicle-dependent areas in the Midwest with an agricultural focus.


[Learn more about this segment...](#)

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Housing Profile

Waverly, Iowa
 Pink Daisy Boutique
 Drive time: 5 minute radius



Population		Households	
2020 Total Population	7,805	2025 Median Household Income	\$75,602
2025 Total Population	7,966	2030 Median Household Income	\$79,340
2030 Total Population	8,064	2025-2030 Annual Rate	0.97%
2025-2030 Annual Rate	0.24%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,109	100.0%	3,242	100.0%	3,309	100.0%
Occupied	2,823	90.8%	2,914	89.9%	2,975	89.9%
Owner	2,042	72.3%	2,113	72.5%	2,179	73.2%
Renter	781	27.7%	801	27.5%	796	26.8%
Vacant	265	8.5%	328	10.1%	334	10.1%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	2,113	100.0%	2,179	100.0%
<\$50,000	47	2.2%	32	1.5%
\$50,000-\$99,999	64	3.0%	28	1.3%
\$100,000-\$149,999	316	15.0%	193	8.9%
\$150,000-\$199,999	404	19.1%	341	15.7%
\$200,000-\$249,999	326	15.4%	297	13.6%
\$250,000-\$299,999	283	13.4%	320	14.7%
\$300,000-\$399,999	409	19.4%	529	24.3%
\$400,000-\$499,999	164	7.8%	258	11.8%
\$500,000-\$749,999	77	3.6%	140	6.4%
\$750,000-\$999,999	19	0.9%	32	1.5%
\$1,000,000-\$1,499,999	1	0.1%	2	0.1%
\$1,500,000-\$1,999,999	2	0.1%	5	0.2%
\$2,000,000+	1	0.1%	1	0.1%
Median Value	\$234,586		\$280,859	
Average Value	\$262,883		\$308,177	

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	3,109	100.0%
Urban Housing Units	2,723	87.6%
Rural Housing Units	386	12.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	2,042	100.0%
Owned with a Mortgage/Loan	1,335	65.4%
Owned Free and Clear	708	34.7%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	265	100.0%
For Rent	119	44.9%
Rented- Not Occupied	6	2.3%
For Sale Only	53	20.0%
Sold - Not Occupied	18	6.8%
Seasonal/Recreational/Occasional Use	22	8.3%
For Migrant Workers	1	0.4%
Other Vacant	46	17.4%

	Census 2020 Occupied Housing Units by Age of Householder and Home Ownership		
	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	2,823	2,042	72.3%
15-24	115	21	1.0%
25-34	427	245	12.0%
35-44	482	352	17.2%
45-54	406	314	15.4%
55-59	230	178	8.7%
60-64	218	177	8.7%
65-74	468	379	18.6%
75-84	320	262	12.8%
85+	157	113	5.5%

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,823	2,042	72.3%
White Alone	2,698	1,999	97.9%
Black/African American Alone	20	3	0.1%
American Indian/Alaska Native Alone	1	0	0.0%
Asian Alone	25	8	0.4%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	16	6	0.3%
Two or More Races	62	26	1.3%
Hispanic Origin	34	13	0.6%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,823	2,042	72.3%
1-Person	907	486	23.8%
2-Person	1,024	843	41.3%
3-Person	341	253	12.4%
4-Person	316	269	13.2%
5-Person	151	132	6.5%
6-Person	61	43	2.1%
7+ Person	21	14	0.7%

2025 Housing Affordability

Housing Affordability Index	111
Percent of Income for Mortgage	19.4%

Data Note: Persons of Hispanic Origin may be of any race.

Housing Profile

Waverly, Iowa
 Pink Daisy Boutique
 Drive time: 10 minute radius



Population		Households	
2020 Total Population	11,646	2025 Median Household Income	\$79,370
2025 Total Population	11,852	2030 Median Household Income	\$83,889
2030 Total Population	11,973	2025-2030 Annual Rate	1.11%
2025-2030 Annual Rate	0.20%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,717	100.0%	4,897	100.0%	4,982	100.0%
Occupied	4,340	92.0%	4,456	91.0%	4,532	91.0%
Owner	3,303	76.1%	3,396	76.2%	3,484	76.9%
Renter	1,037	23.9%	1,060	23.8%	1,048	23.1%
Vacant	388	8.2%	441	9.0%	450	9.0%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	3,396	100.0%	3,484	100.0%
<\$50,000	80	2.4%	53	1.5%
\$50,000-\$99,999	110	3.2%	56	1.6%
\$100,000-\$149,999	454	13.4%	269	7.7%
\$150,000-\$199,999	598	17.6%	476	13.7%
\$200,000-\$249,999	530	15.6%	476	13.7%
\$250,000-\$299,999	432	12.7%	471	13.5%
\$300,000-\$399,999	706	20.8%	894	25.7%
\$400,000-\$499,999	288	8.5%	438	12.6%
\$500,000-\$749,999	163	4.8%	292	8.4%
\$750,000-\$999,999	25	0.7%	42	1.2%
\$1,000,000-\$1,499,999	2	0.1%	3	0.1%
\$1,500,000-\$1,999,999	5	0.1%	10	0.3%
\$2,000,000+	3	0.1%	2	0.1%
Median Value	\$242,972		\$293,684	
Average Value	\$273,222		\$320,104	

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	4,717	100.0%
Urban Housing Units	3,615	76.6%
Rural Housing Units	1,102	23.4%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	3,303	100.0%
Owned with a Mortgage/Loan	2,138	64.7%
Owned Free and Clear	1,165	35.3%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	388	100.0%
For Rent	169	43.6%
Rented- Not Occupied	8	2.1%
For Sale Only	77	19.9%
Sold - Not Occupied	33	8.5%
Seasonal/Recreational/Occasional Use	30	7.7%
For Migrant Workers	1	0.3%
Other Vacant	70	18.0%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,340	3,303	76.1%
15-24	164	34	1.0%
25-34	618	379	11.5%
35-44	743	568	17.2%
45-54	628	503	15.2%
55-59	365	296	9.0%
60-64	378	316	9.6%
65-74	730	621	18.8%
75-84	501	428	13.0%
85+	211	157	4.8%

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,340	3,303	76.1%
White Alone	4,165	3,233	97.9%
Black/African American Alone	26	5	0.1%
American Indian/Alaska Native Alone	2	0	0.0%
Asian Alone	34	12	0.4%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	23	9	0.3%
Two or More Races	91	45	1.4%
Hispanic Origin	52	22	0.7%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,340	3,303	76.1%
1-Person	1,296	752	22.8%
2-Person	1,631	1,388	42.0%
3-Person	526	406	12.3%
4-Person	520	454	13.8%
5-Person	236	211	6.4%
6-Person	97	68	2.1%
7+ Person	34	24	0.7%

2025 Housing Affordability

Housing Affordability Index	113
Percent of Income for Mortgage	19.2%

Data Note: Persons of Hispanic Origin may be of any race.

Housing Profile

Waverly, Iowa
 Pink Daisy Boutique
 Drive time: 20 minute radius



Population		Households	
2020 Total Population	29,487	2025 Median Household Income	\$80,656
2025 Total Population	29,914	2030 Median Household Income	\$86,570
2030 Total Population	30,157	2025-2030 Annual Rate	1.43%
2025-2030 Annual Rate	0.16%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	12,555	100.0%	12,911	100.0%	13,062	100.0%
Occupied	11,679	93.0%	11,893	92.1%	12,033	92.1%
Owner	9,064	77.6%	9,228	77.6%	9,421	78.3%
Renter	2,615	22.4%	2,665	22.4%	2,612	21.7%
Vacant	943	7.5%	1,018	7.9%	1,028	7.9%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	9,228	100.0%	9,421	100.0%
<\$50,000	181	2.0%	130	1.4%
\$50,000-\$99,999	431	4.7%	242	2.6%
\$100,000-\$149,999	1,098	11.9%	652	6.9%
\$150,000-\$199,999	1,785	19.3%	1,328	14.1%
\$200,000-\$249,999	1,452	15.7%	1,377	14.6%
\$250,000-\$299,999	1,244	13.5%	1,387	14.7%
\$300,000-\$399,999	1,857	20.1%	2,432	25.8%
\$400,000-\$499,999	738	8.0%	1,126	11.9%
\$500,000-\$749,999	376	4.1%	645	6.8%
\$750,000-\$999,999	48	0.5%	76	0.8%
\$1,000,000-\$1,499,999	3	0.0%	4	0.0%
\$1,500,000-\$1,999,999	7	0.1%	13	0.1%
\$2,000,000+	7	0.1%	8	0.1%
Median Value	\$238,516		\$285,364	
Average Value	\$264,994		\$307,862	

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Housing Units	Number	Percent
Total	12,555	100.0%
Urban Housing Units	5,674	45.2%
Rural Housing Units	6,881	54.8%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	9,064	100.0%
Owned with a Mortgage/Loan	5,823	64.2%
Owned Free and Clear	3,241	35.8%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	943	100.0%
For Rent	344	36.5%
Rented- Not Occupied	21	2.2%
For Sale Only	155	16.4%
Sold - Not Occupied	82	8.7%
Seasonal/Recreational/Occasional Use	90	9.5%
For Migrant Workers	3	0.3%
Other Vacant	249	26.4%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
15-24	584	132	1.5%
25-34	1,644	1,013	11.2%
35-44	1,916	1,507	16.6%
45-54	1,742	1,438	15.9%
55-59	1,047	876	9.7%
60-64	1,135	975	10.8%
65-74	1,980	1,757	19.4%
75-84	1,169	1,023	11.3%
85+	460	341	3.8%

Data Note: Persons of Hispanic Origin may be of any race.

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
White Alone	11,208	8,832	97.4%
Black/African American Alone	85	21	0.2%
American Indian/Alaska Native Alone	9	2	0.0%
Asian Alone	72	31	0.3%
Pacific Islander Alone	5	0	0.0%
Other Race Alone	58	36	0.4%
Two or More Races	242	142	1.6%
Hispanic Origin	128	67	0.7%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	11,679	9,064	77.6%
1-Person	3,264	1,995	22.0%
2-Person	4,456	3,803	42.0%
3-Person	1,478	1,185	13.1%
4-Person	1,424	1,210	13.3%
5-Person	675	585	6.5%
6-Person	262	198	2.2%
7+ Person	118	87	1.0%

2025 Housing Affordability

Housing Affordability Index	116
Percent of Income for Mortgage	18.5%

Data Note: Persons of Hispanic Origin may be of any race.

Tapestry Segmentation Profile

Waverly, Iowa
Pink Daisy Boutique
Drive time: 5 minute radius



Dominant Tapestry Segment



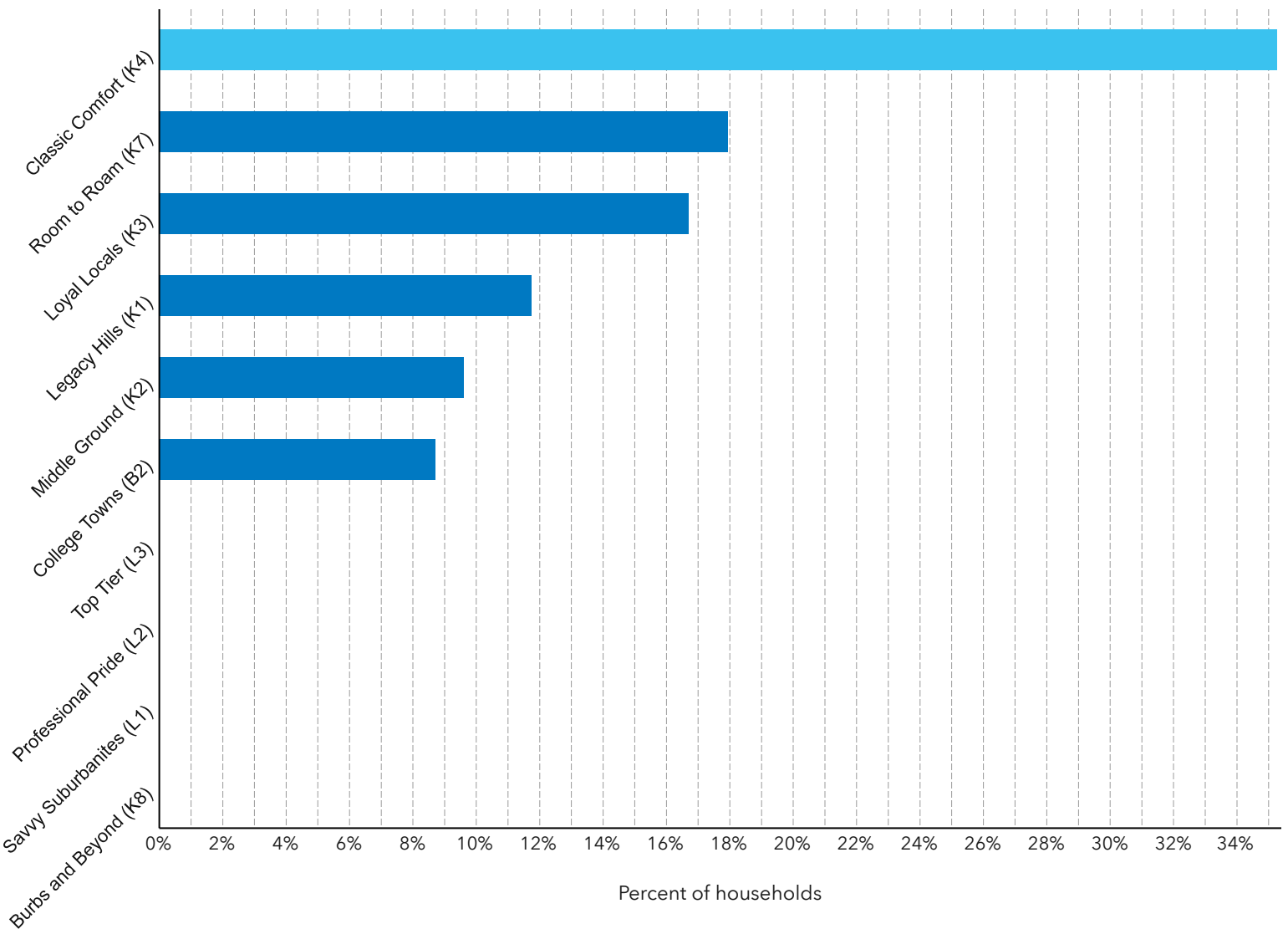
Classic Comfort: *Suburban Shine* LifeMode

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

1,028 households are **Classic Comfort**. 35.3% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Source: ArcGIS Tapestry (2025)

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Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,914	100.0%		6,395	100.0%	
A. Urban Threads	0	0.0%	0	0	0.0%	0
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	254	8.7%	629	1,585	24.8%	1,185
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	254	8.7%	1,186	1,585	24.8%	3,018
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	0	0.0%	0	0	0.0%	0
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	0	0.0%	0	0	0.0%	0
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,914	100.0%		6,395	100.0%	
E. Community Connections	0	0.0%	0	0	0.0%	0
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	0	0.0%	0	0	0.0%	0
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	0	0.0%	0	0	0.0%	0
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,914	100.0%		6,395	100.0%	
I. Countryscapes	0	0.0%	0	0	0.0%	0
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	0	0.0%	0	0	0.0%	0
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	2,660	91.3%	413	4,810	75.2%	352
Legacy Hills (K1)	342	11.7%	683	579	9.1%	612
Middle Ground (K2)	280	9.6%	422	518	8.1%	388
Loyal Locals (K3)	487	16.7%	591	800	12.5%	468
Classic Comfort (K4)	1,028	35.3%	1,199	1,990	31.1%	1,063
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	523	17.9%	456	923	14.4%	363
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Profile

Waverly, Iowa
Pink Daisy Boutique
Drive time: 10 minute radius



Dominant Tapestry Segment



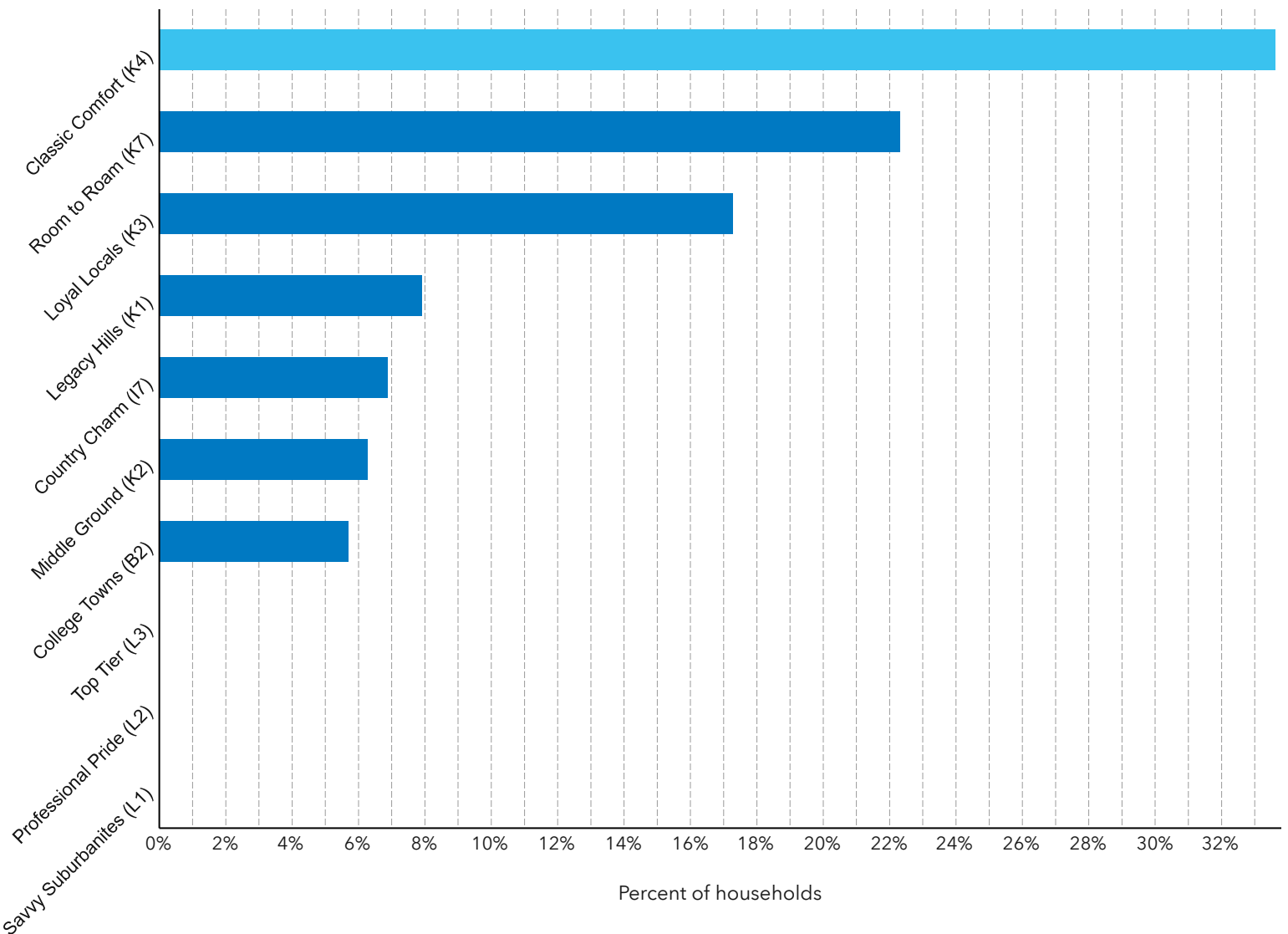
Classic Comfort: *Suburban Shine* LifeMode

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

1,498 households are **Classic Comfort**. 33.6% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,456	100.0%		9,371	100.0%	
A. Urban Threads	0	0.0%	0	0	0.0%	0
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	254	5.7%	411	1,585	16.9%	808
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	254	5.7%	775	1,585	16.9%	2,060
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	0	0.0%	0	0	0.0%	0
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	0	0.0%	0	0	0.0%	0
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,456	100.0%		9,371	100.0%	
E. Community Connections	0	0.0%	0	0	0.0%	0
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	0	0.0%	0	0	0.0%	0
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	0	0.0%	0	0	0.0%	0
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,456	100.0%		9,371	100.0%	
I. Countryscapes	306	6.9%	50	587	6.3%	47
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	306	6.9%	298	587	6.3%	279
J. Mature Reflections	0	0.0%	0	0	0.0%	0
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	3,896	87.4%	396	7,199	76.8%	359
Legacy Hills (K1)	353	7.9%	461	609	6.5%	439
Middle Ground (K2)	280	6.3%	276	518	5.5%	265
Loyal Locals (K3)	770	17.3%	611	1,335	14.3%	532
Classic Comfort (K4)	1,498	33.6%	1,143	2,892	30.9%	1,054
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	995	22.3%	567	1,845	19.7%	495
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Profile

Waverly, Iowa
Pink Daisy Boutique
Drive time: 20 minute radius



Dominant Tapestry Segment



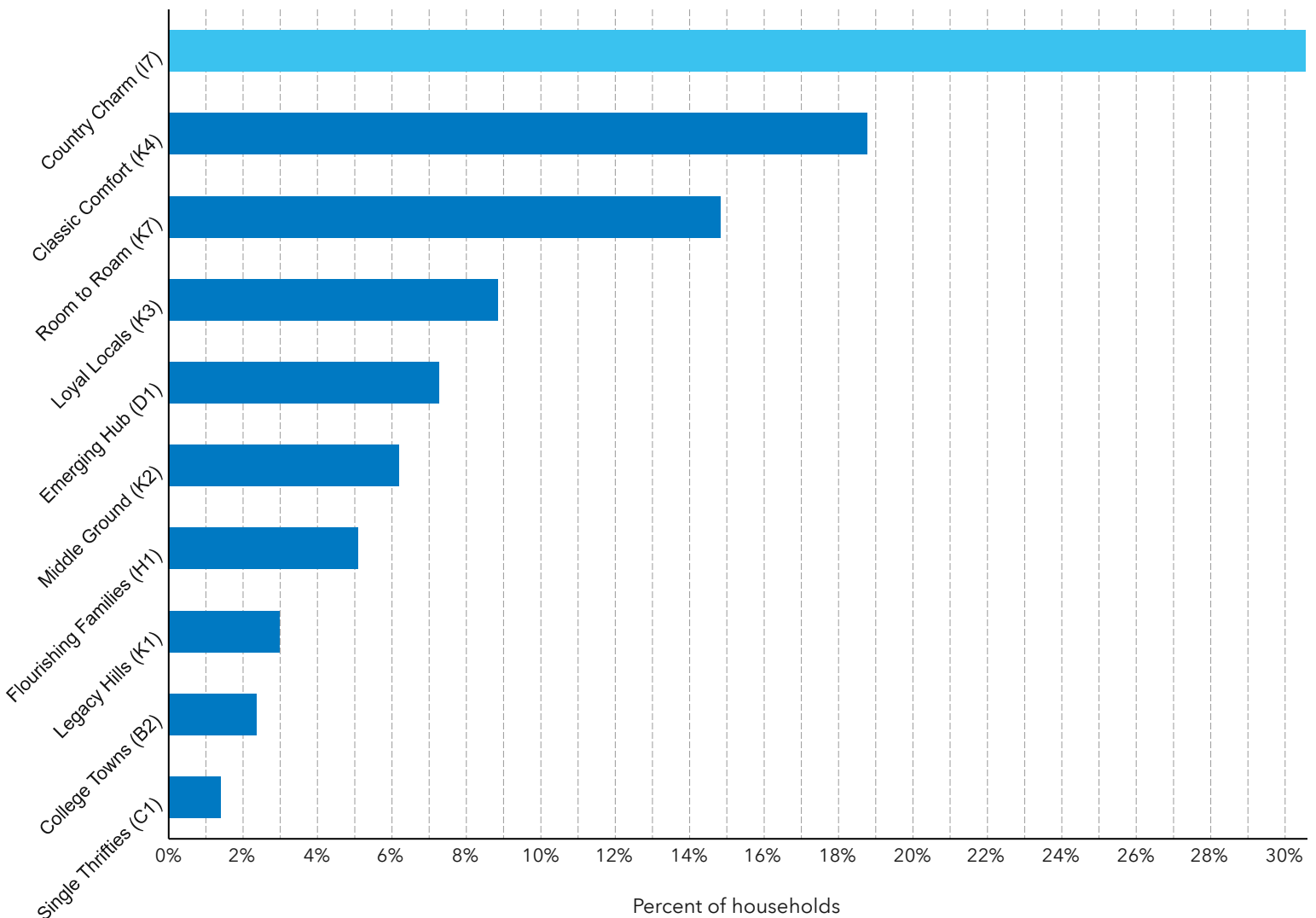
Country Charm: *Countryscapes* LifeMode

This segment is characterized by rural, vehicle-dependent areas in the Midwest with an agricultural focus.

3,635 households are **Country Charm**. 30.6% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,893	100.0%		23,521	100.0%	
A. Urban Threads	0	0.0%	0	0	0.0%	0
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	309	2.6%	188	1,713	7.3%	348
Dorms to Diplomas (B1)	27	0.2%	44	57	0.2%	24
College Towns (B2)	282	2.4%	323	1,656	7.0%	857
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	166	1.4%	16	286	1.2%	15
Single Thrifties (C1)	166	1.4%	108	286	1.2%	111
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	865	7.3%	80	1,582	6.7%	88
Emerging Hub (D1)	865	7.3%	376	1,582	6.7%	429
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,893	100.0%		23,521	100.0%	
E. Community Connections	1	0.0%	0	2	0.0%	0
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	1	0.0%	1	2	0.0%	1
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	0	0.0%	0	0	0.0%	0
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	605	5.1%	48	1,219	5.2%	45
Flourishing Families (H1)	605	5.1%	139	1,219	5.2%	135
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,893	100.0%		23,521	100.0%	
I. Countryscapes	3,639	30.6%	224	6,907	29.4%	222
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	4	0.0%	2	10	0.0%	2
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	3,635	30.6%	1,324	6,897	29.3%	1,304
J. Mature Reflections	0	0.0%	0	0	0.0%	0
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	6,154	51.7%	234	11,499	48.9%	229
Legacy Hills (K1)	353	3.0%	173	609	2.6%	175
Middle Ground (K2)	736	6.2%	272	1,286	5.5%	262
Loyal Locals (K3)	1,052	8.8%	313	1,868	7.9%	297
Classic Comfort (K4)	2,234	18.8%	639	4,287	18.2%	623
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	17	0.1%	6	36	0.1%	7
Room to Roam (K7)	1,762	14.8%	376	3,413	14.5%	365
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	154	1.3%	13	312	1.3%	13
Savvy Suburbanites (L1)	154	1.3%	29	312	1.3%	28
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0