



Tapestry Segmentation Area Profile

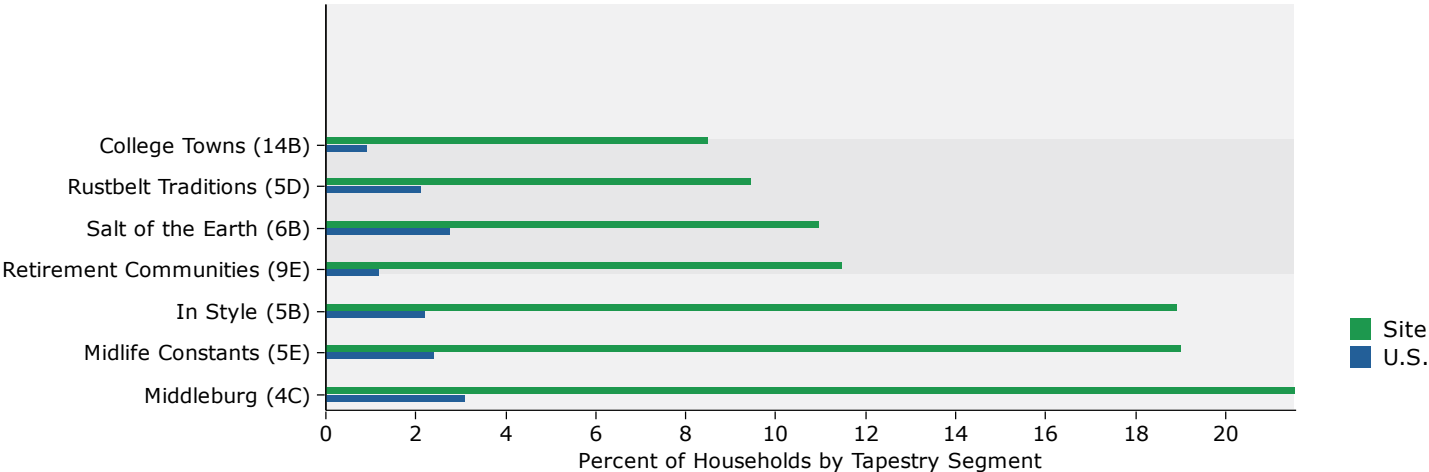
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 5 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	21.6%	21.6%	3.1%	3.1%	698
2	Midlife Constants (5E)	19.0%	40.6%	2.4%	5.5%	789
3	In Style (5B)	18.9%	59.6%	2.2%	7.7%	848
4	Retirement Communities (9E)	11.5%	71.0%	1.2%	8.9%	967
5	Salt of the Earth (6B)	11.0%	82.0%	2.8%	11.7%	395
Subtotal		82.0%		11.7%		
6	Rustbelt Traditions (5D)	9.5%	91.5%	2.1%	13.8%	443
7	College Towns (14B)	8.5%	100.0%	0.9%	14.8%	910
Subtotal		18.0%		3.0%		
Total		100.0%		14.8%		677

Top Ten Tapestry Segments Site vs. U.S.



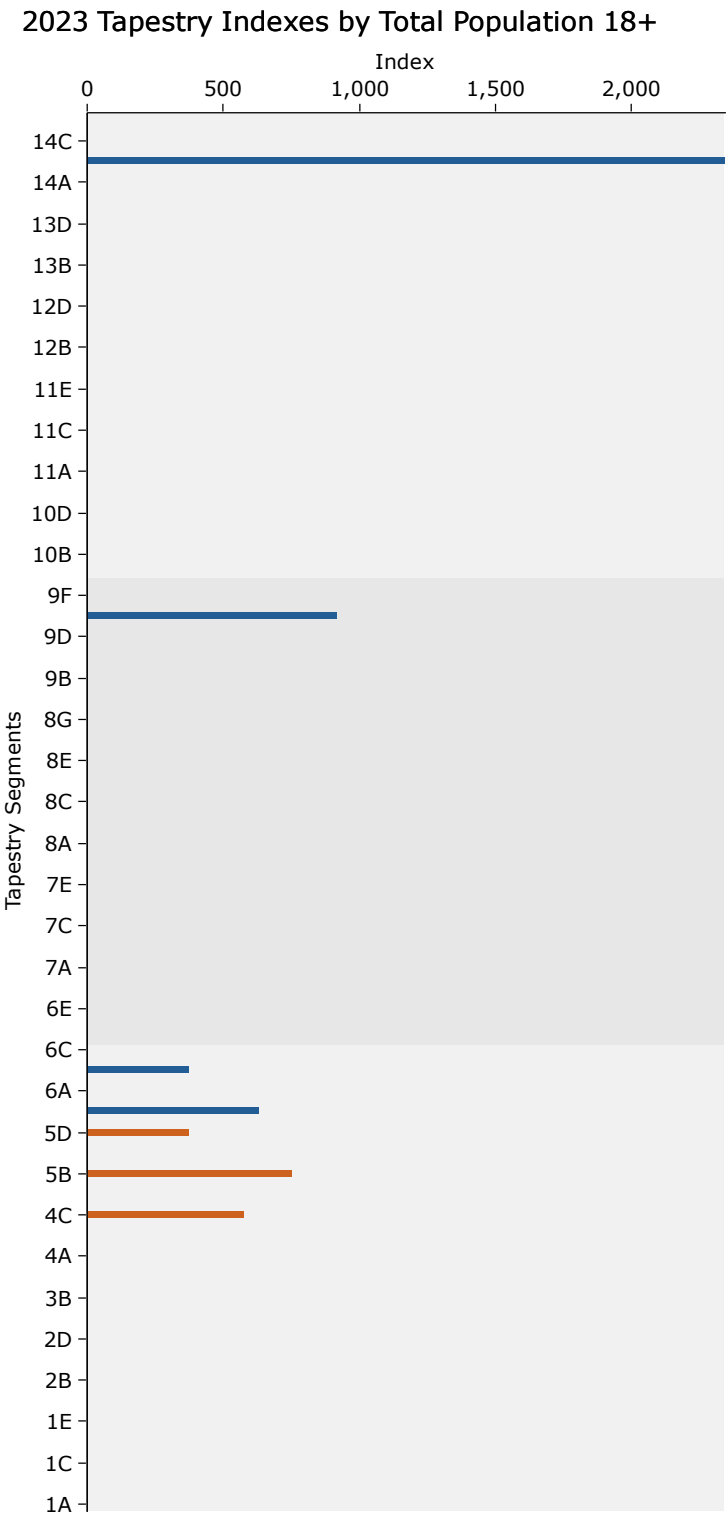
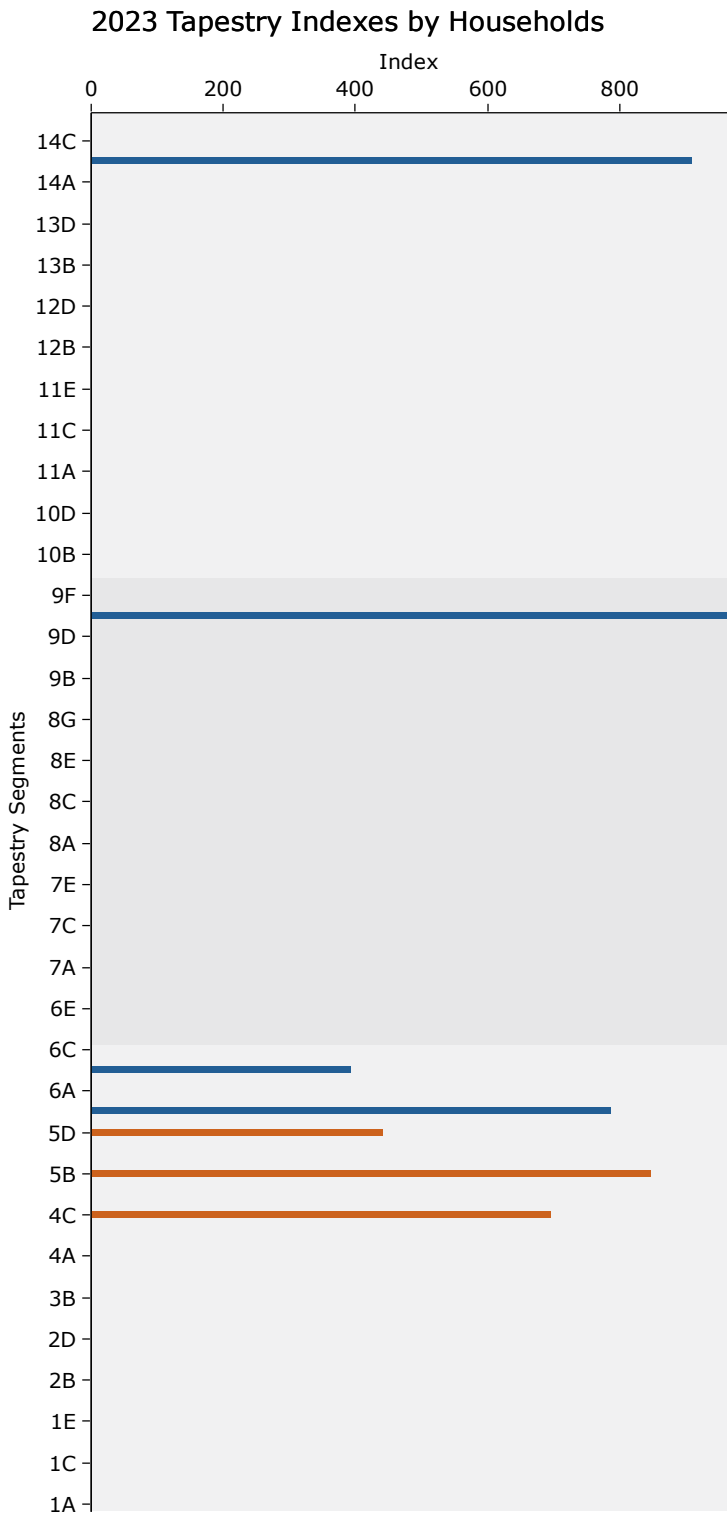
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	642	21.6%	275	1,197	17.9%	218
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	642	21.6%	698	1,197	17.9%	577
5. GenXurban	1,413	47.5%	425	2,567	38.4%	355
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	564	18.9%	848	1,071	16.0%	759
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	9.5%	443	510	7.6%	378
Midlife Constants (5E)	567	19.0%	789	986	14.8%	634
6. Cozy Country Living	327	11.0%	93	699	10.5%	90
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	327	11.0%	395	699	10.5%	376
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	342	11.5%	199	651	9.7%	188
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	342	11.5%	967	651	9.7%	924
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	253	8.5%	541	1,569	23.5%	1,046
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	8.5%	910	1,569	23.5%	2,347
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	282	9.5%	57	510	7.6%	44
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	9.5%	443	510	7.6%	378
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,159	38.9%	216	3,291	49.2%	294
In Style (5B)	564	18.9%	848	1,071	16.0%	759
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	342	11.5%	967	651	9.7%	924
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	8.5%	910	1,569	23.5%	2,347
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	2,977	100.0%		6,683	100.0%	
4. Suburban Periphery	567	19.0%	59	986	14.8%	44
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	567	19.0%	789	986	14.8%	634
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	642	21.6%	230	1,197	17.9%	197
Middleburg (4C)	642	21.6%	698	1,197	17.9%	577
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	327	11.0%	67	699	10.5%	64
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	327	11.0%	395	699	10.5%	376
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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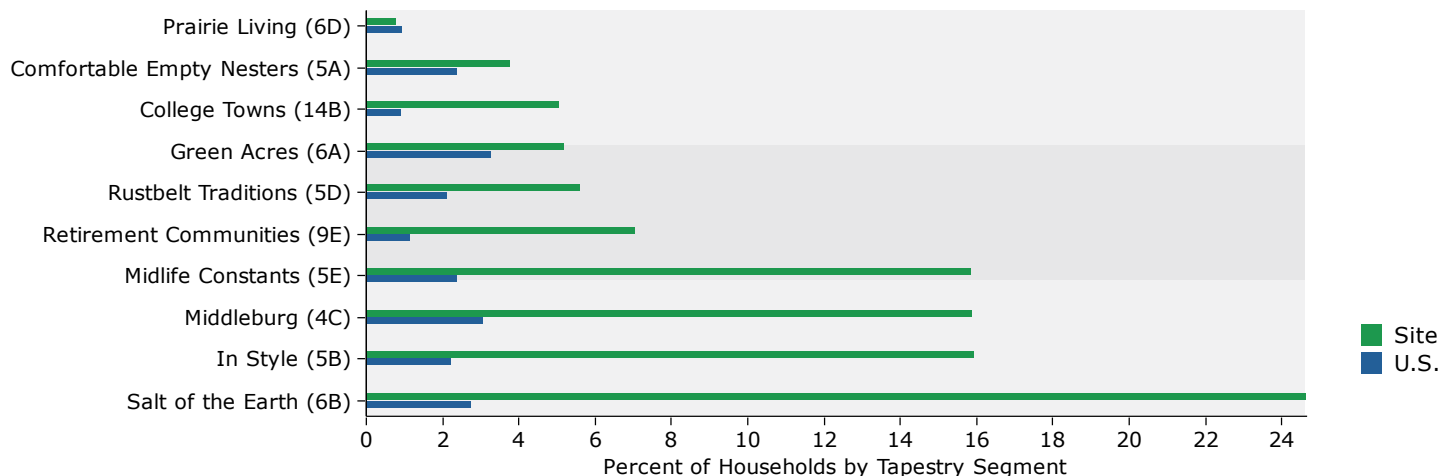
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2023 Households				2023 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Salt of the Earth (6B)	24.7%	24.7%	2.8%	2.8%	886
2	In Style (5B)	16.0%	40.6%	2.2%	5.0%	715
3	Middleburg (4C)	15.9%	56.5%	3.1%	8.1%	515
4	Midlife Constants (5E)	15.9%	72.4%	2.4%	10.5%	658
5	Retirement Communities (9E)	7.1%	79.5%	1.2%	11.7%	595
Subtotal		79.6%		11.7%		
6	Rustbelt Traditions (5D)	5.6%	85.1%	2.1%	13.8%	264
7	Green Acres (6A)	5.2%	90.3%	3.3%	17.1%	159
8	College Towns (14B)	5.1%	95.4%	0.9%	18.1%	542
9	Comfortable Empty Nesters (5A)	3.8%	99.2%	2.4%	20.5%	157
10	Prairie Living (6D)	0.8%	100.0%	1.0%	21.5%	82
Subtotal		20.5%		9.7%		
Total		100.0%		21.5%		466



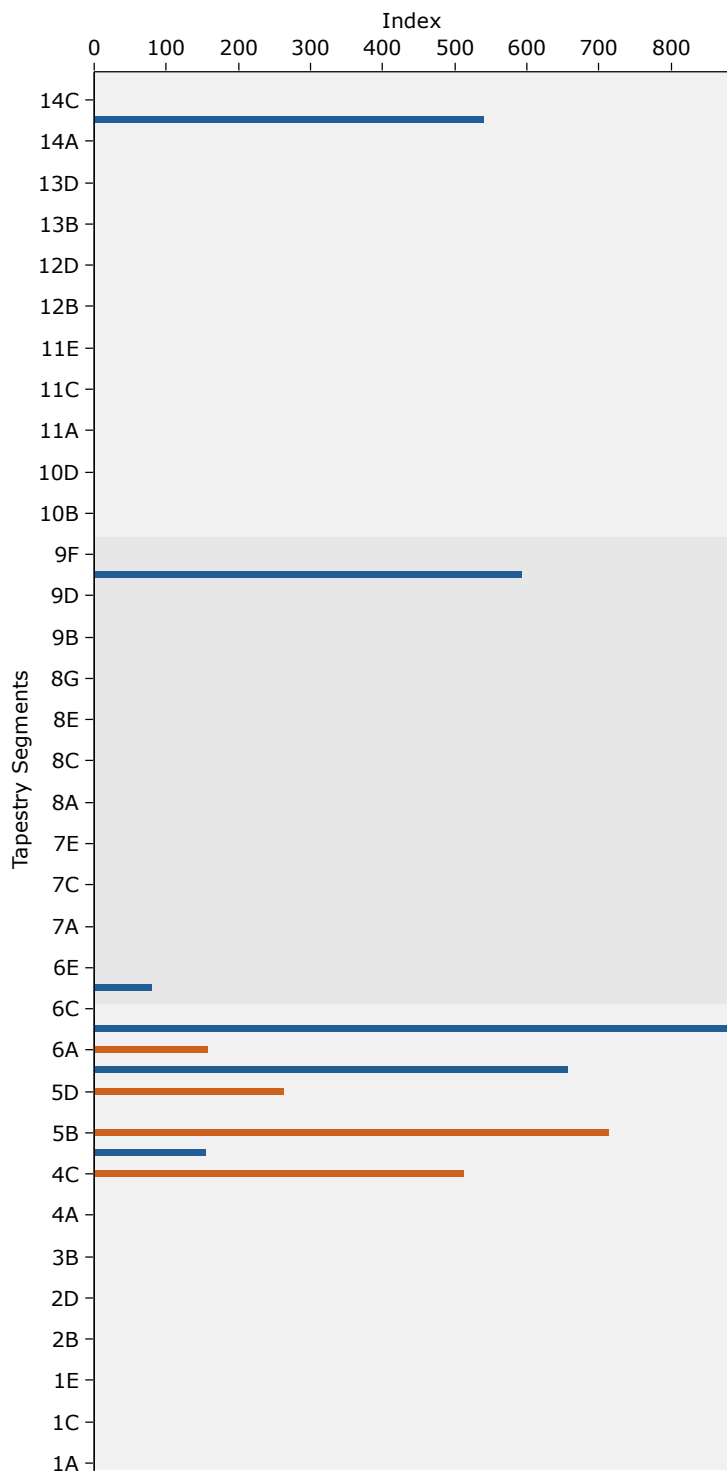


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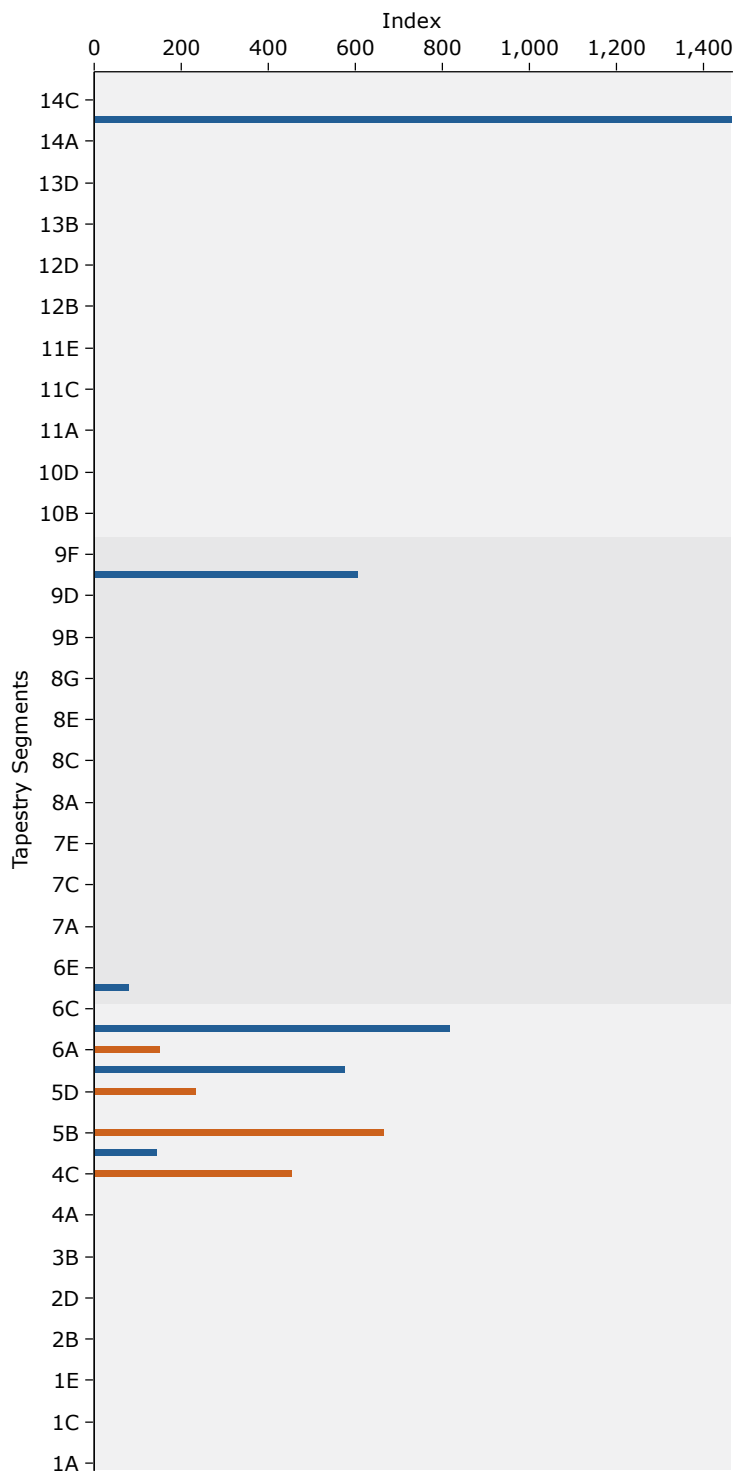
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2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	795	15.9%	203	1,517	14.2%	173
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	795	15.9%	515	1,517	14.2%	457
5. GenXurban	2,063	41.3%	370	3,843	35.9%	332
Comfortable Empty Nesters (5A)	190	3.8%	157	387	3.6%	148
In Style (5B)	798	16.0%	715	1,505	14.1%	667
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	5.6%	264	510	4.8%	236
Midlife Constants (5E)	793	15.9%	658	1,441	13.5%	579
6. Cozy Country Living	1,532	30.7%	260	3,076	28.8%	247
Green Acres (6A)	260	5.2%	159	553	5.2%	152
Salt of the Earth (6B)	1,232	24.7%	886	2,440	22.8%	819
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	40	0.8%	82	83	0.8%	81
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

February 01, 2024



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 10 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	353	7.1%	122	686	6.4%	124
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	353	7.1%	595	686	6.4%	609
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	253	5.1%	323	1,569	14.7%	654
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	5.1%	542	1,569	14.7%	1,467
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

February 01, 2024



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 10 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	282	5.6%	34	510	4.8%	28
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	282	5.6%	264	510	4.8%	236
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,404	28.1%	156	3,760	35.2%	210
In Style (5B)	798	16.0%	715	1,505	14.1%	667
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	353	7.1%	595	686	6.4%	609
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	253	5.1%	542	1,569	14.7%	1,467
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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February 01, 2024



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 10 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

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	Number	Percent	Index	Number	Percent	Index
Total:	4,996	100.0%		10,691	100.0%	
4. Suburban Periphery	983	19.7%	61	1,828	17.1%	51
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	190	3.8%	157	387	3.6%	148
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	793	15.9%	658	1,441	13.5%	579
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	795	15.9%	170	1,517	14.2%	156
Middleburg (4C)	795	15.9%	515	1,517	14.2%	457
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,532	30.7%	188	3,076	28.8%	176
Green Acres (6A)	260	5.2%	159	553	5.2%	152
Salt of the Earth (6B)	1,232	24.7%	886	2,440	22.8%	819
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	40	0.8%	82	83	0.8%	81
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

February 01, 2024



Tapestry Segmentation Area Profile

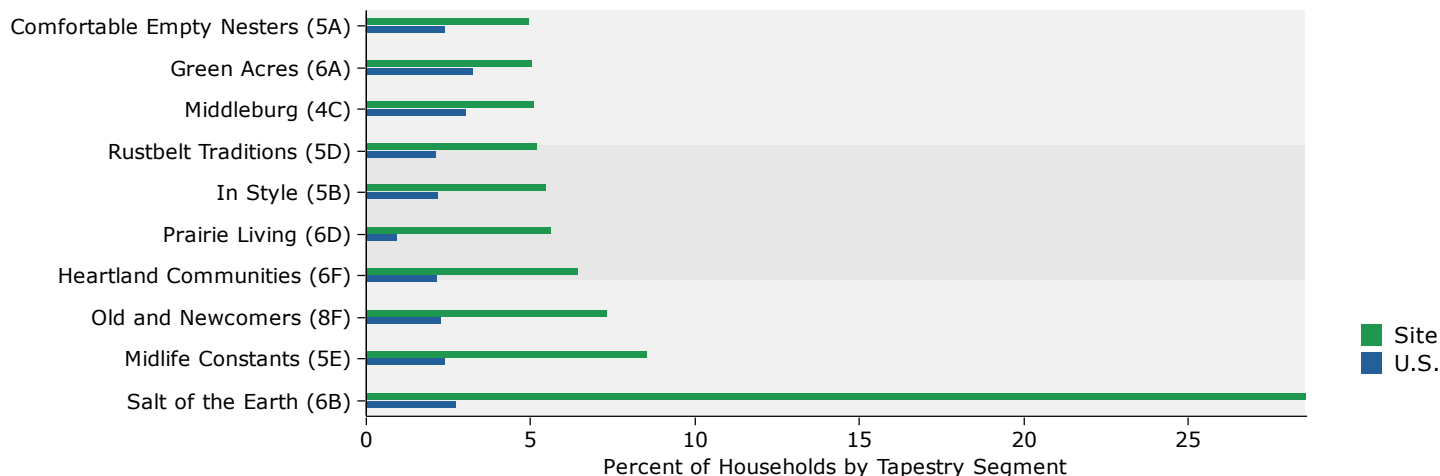
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	28.6%	28.6%	2.8%	2.8%	1028
2	Midlife Constants (5E)	8.6%	37.2%	2.4%	5.2%	355
3	Old and Newcomers (8F)	7.4%	44.5%	2.3%	7.5%	322
4	Heartland Communities (6F)	6.5%	51.0%	2.2%	9.7%	294
5	Prairie Living (6D)	5.7%	56.7%	1.0%	10.7%	578
Subtotal		56.8%		10.7%		
6	In Style (5B)	5.5%	62.2%	2.2%	12.9%	246
7	Rustbelt Traditions (5D)	5.2%	67.4%	2.1%	15.0%	245
8	Middleburg (4C)	5.1%	72.5%	3.1%	18.1%	166
9	Green Acres (6A)	5.1%	77.6%	3.3%	21.4%	154
10	Comfortable Empty Nesters (5A)	5.0%	82.6%	2.4%	23.8%	206
Subtotal		25.9%		13.1%		
11	Emerald City (8B)	3.8%	86.3%	1.4%	25.2%	264
12	College Towns (14B)	3.4%	89.8%	0.9%	26.2%	366
13	Dorms to Diplomas (14C)	3.0%	92.8%	0.5%	26.7%	618
14	Set to Impress (11D)	2.5%	95.2%	1.4%	28.0%	178
15	Retirement Communities (9E)	2.3%	97.5%	1.2%	29.2%	192
Subtotal		15.0%		5.4%		
16	Savvy Suburbanites (1D)	1.9%	99.4%	3.0%	32.2%	65
17	Traditional Living (12B)	0.6%	100.0%	1.9%	34.1%	31
Subtotal		2.5%		4.9%		
Total		100.0%		34.1%		294

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

February 01, 2024

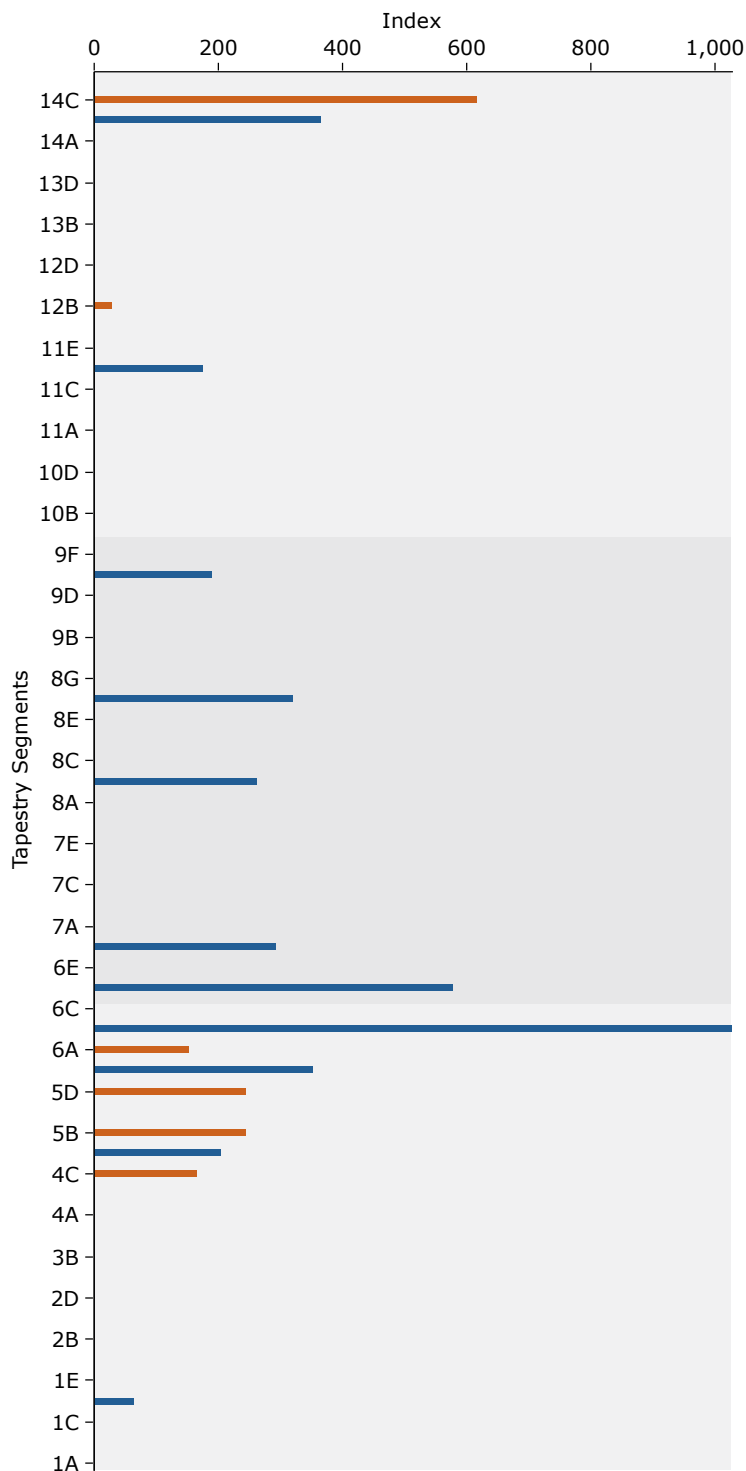


Tapestry Segmentation Area Profile

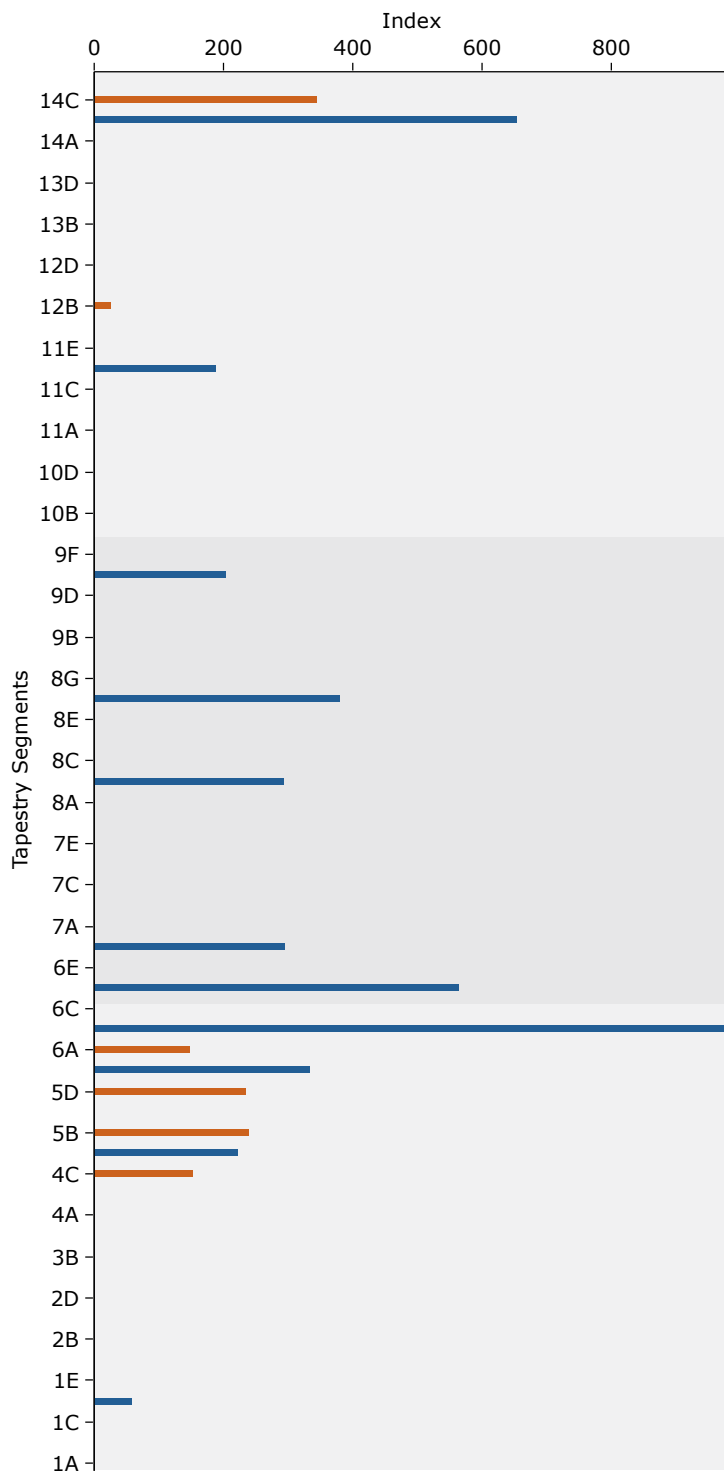
Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
1. Affluent Estates	297	1.9%	19	609	1.9%	18
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	297	1.9%	65	609	1.9%	60
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	795	5.1%	65	1,517	4.8%	59
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	795	5.1%	166	1,517	4.8%	155
5. GenXurban	3,760	24.3%	218	7,296	23.1%	213
Comfortable Empty Nesters (5A)	771	5.0%	206	1,722	5.4%	223
In Style (5B)	851	5.5%	246	1,608	5.1%	241
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	811	5.2%	245	1,502	4.7%	235
Midlife Constants (5E)	1,327	8.6%	355	2,464	7.8%	335
6. Cozy Country Living	7,094	45.8%	389	13,949	44.1%	378
Green Acres (6A)	784	5.1%	154	1,610	5.1%	150
Salt of the Earth (6B)	4,433	28.6%	1,028	8,689	27.5%	987
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	565
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,001	6.5%	294	1,933	6.1%	296
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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February 01, 2024



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

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Latitude: 42.72591
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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
8. Middle Ground	1,722	11.1%	102	3,561	11.3%	111
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	583	3.8%	264	1,153	3.6%	295
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,139	7.4%	322	2,408	7.6%	381
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	353	2.3%	39	686	2.2%	42
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	353	2.3%	192	686	2.2%	206
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	381	2.5%	39	694	2.2%	40
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	381	2.5%	178	694	2.2%	189
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	90	0.6%	10	153	0.5%	9
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	90	0.6%	31	153	0.5%	28
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	996	6.4%	410	3,157	10.0%	445
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	530	3.4%	366	2,073	6.6%	655
Dorms to Diplomas (14C)	466	3.0%	618	1,084	3.4%	346
Unclassified (15)	0	0.0%	0	0	0.0%	0

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February 01, 2024



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Downtown Waverly
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Drive time: 20 minute radius

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Latitude: 42.72591
Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	811	5.2%	31	1,502	4.7%	27
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	811	5.2%	245	1,502	4.7%	235
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	4,393	28.4%	157	9,859	31.2%	186
In Style (5B)	851	5.5%	246	1,608	5.1%	241
Emerald City (8B)	583	3.8%	264	1,153	3.6%	295
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,139	7.4%	322	2,408	7.6%	381
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	353	2.3%	192	686	2.2%	206
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	381	2.5%	178	694	2.2%	189
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	90	0.6%	31	153	0.5%	28
College Towns (14B)	530	3.4%	366	2,073	6.6%	655
Dorms to Diplomas (14C)	466	3.0%	618	1,084	3.4%	346

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

February 01, 2024



Tapestry Segmentation Area Profile

Downtown Waverly
100-152 1st St NE, Waverly, Iowa, 50677
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.72591
Longitude: -92.46945

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,488	100.0%		31,622	100.0%	
4. Suburban Periphery	2,395	15.5%	48	4,795	15.2%	45
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	297	1.9%	65	609	1.9%	60
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	771	5.0%	206	1,722	5.4%	223
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,327	8.6%	355	2,464	7.8%	335
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,796	11.6%	124	3,450	10.9%	120
Middleburg (4C)	795	5.1%	166	1,517	4.8%	155
Heartland Communities (6F)	1,001	6.5%	294	1,933	6.1%	296
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	6,093	39.3%	241	12,016	38.0%	232
Green Acres (6A)	784	5.1%	154	1,610	5.1%	150
Salt of the Earth (6B)	4,433	28.6%	1,028	8,689	27.5%	987
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	876	5.7%	578	1,717	5.4%	565
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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