

Tapestry Segmentation Profile

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



Dominant Tapestry Segment



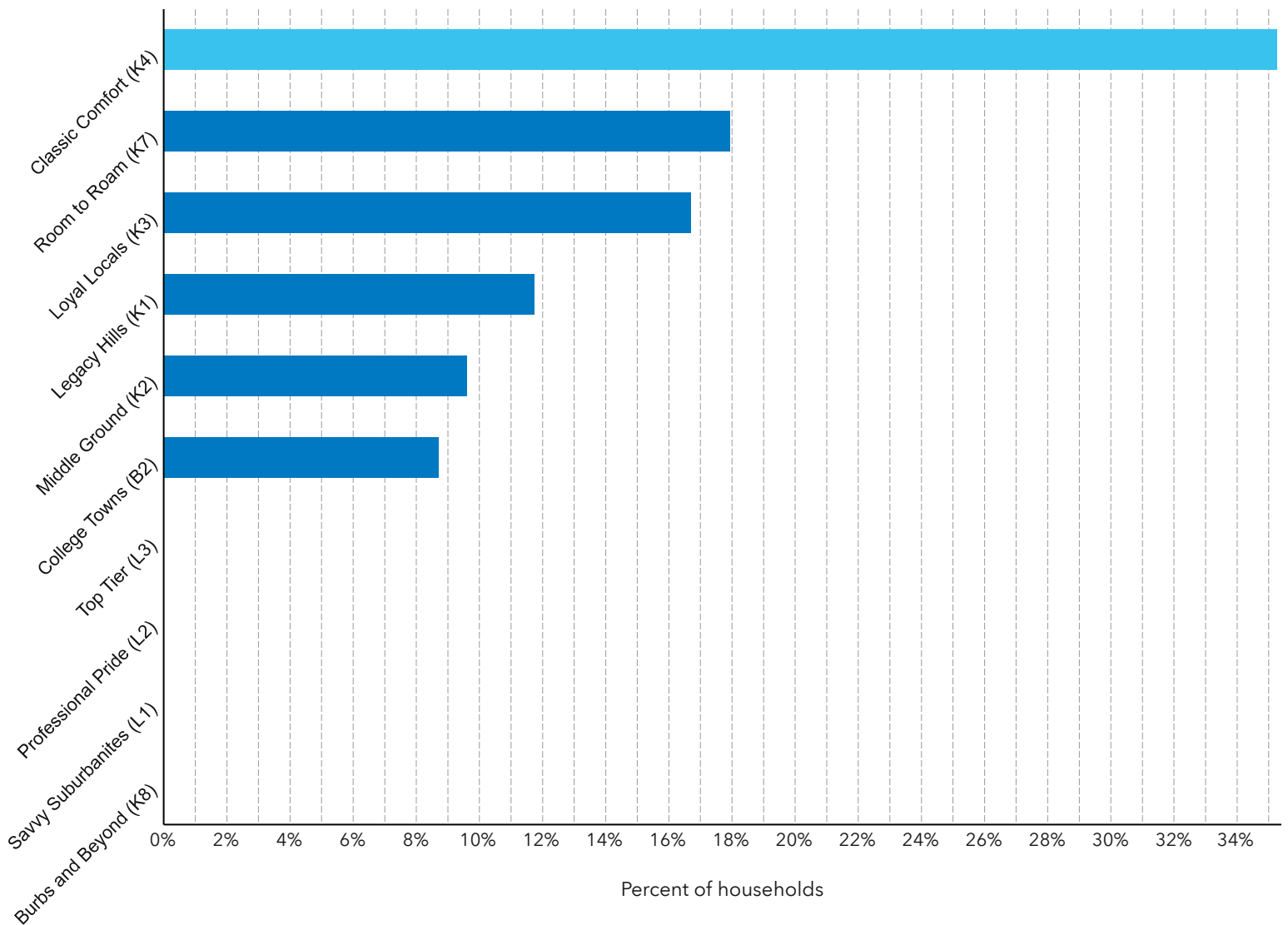
Classic Comfort: *Suburban Shine* LifeMode

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



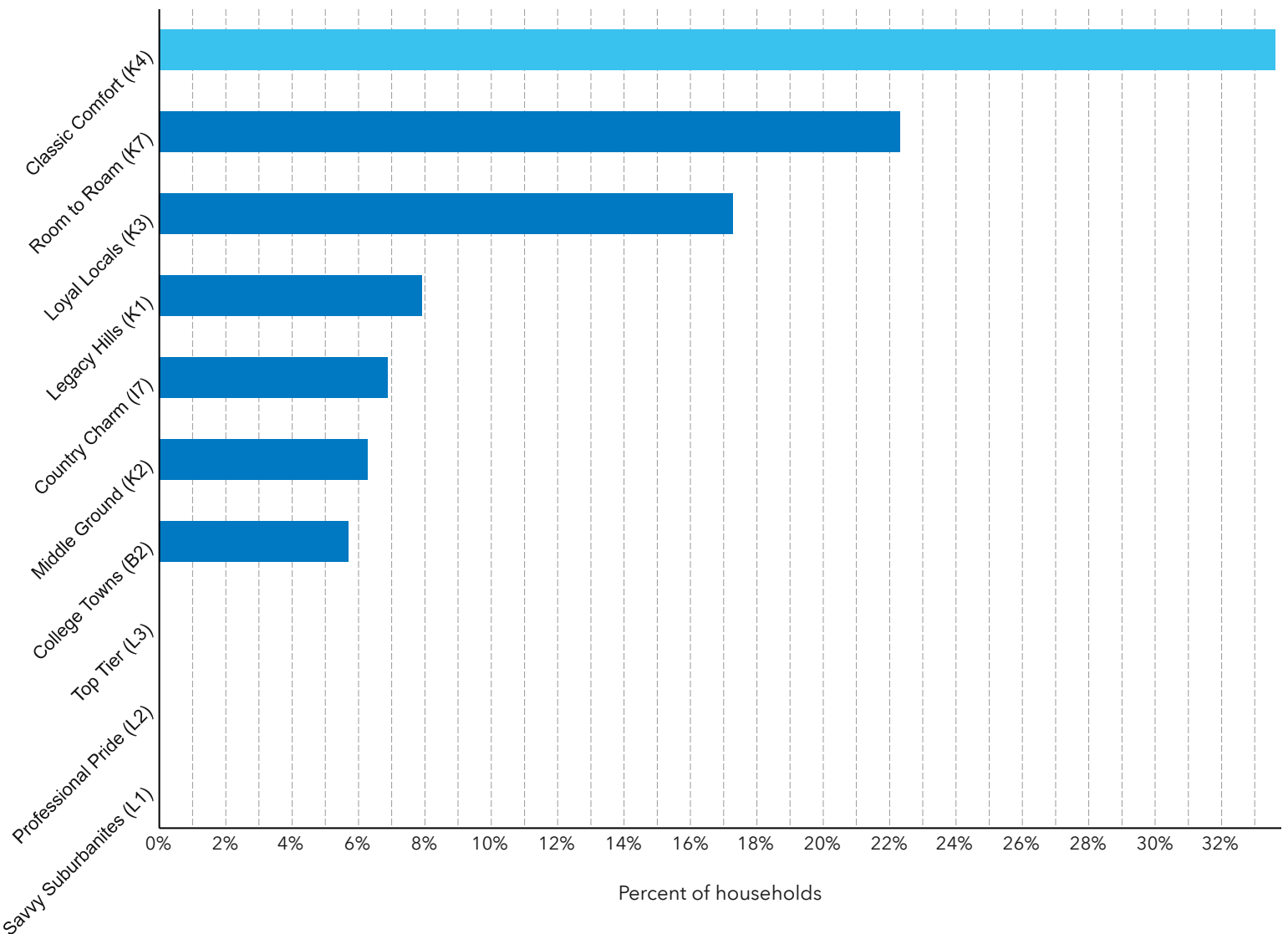
Classic Comfort: *Suburban Shine* LifeMode

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



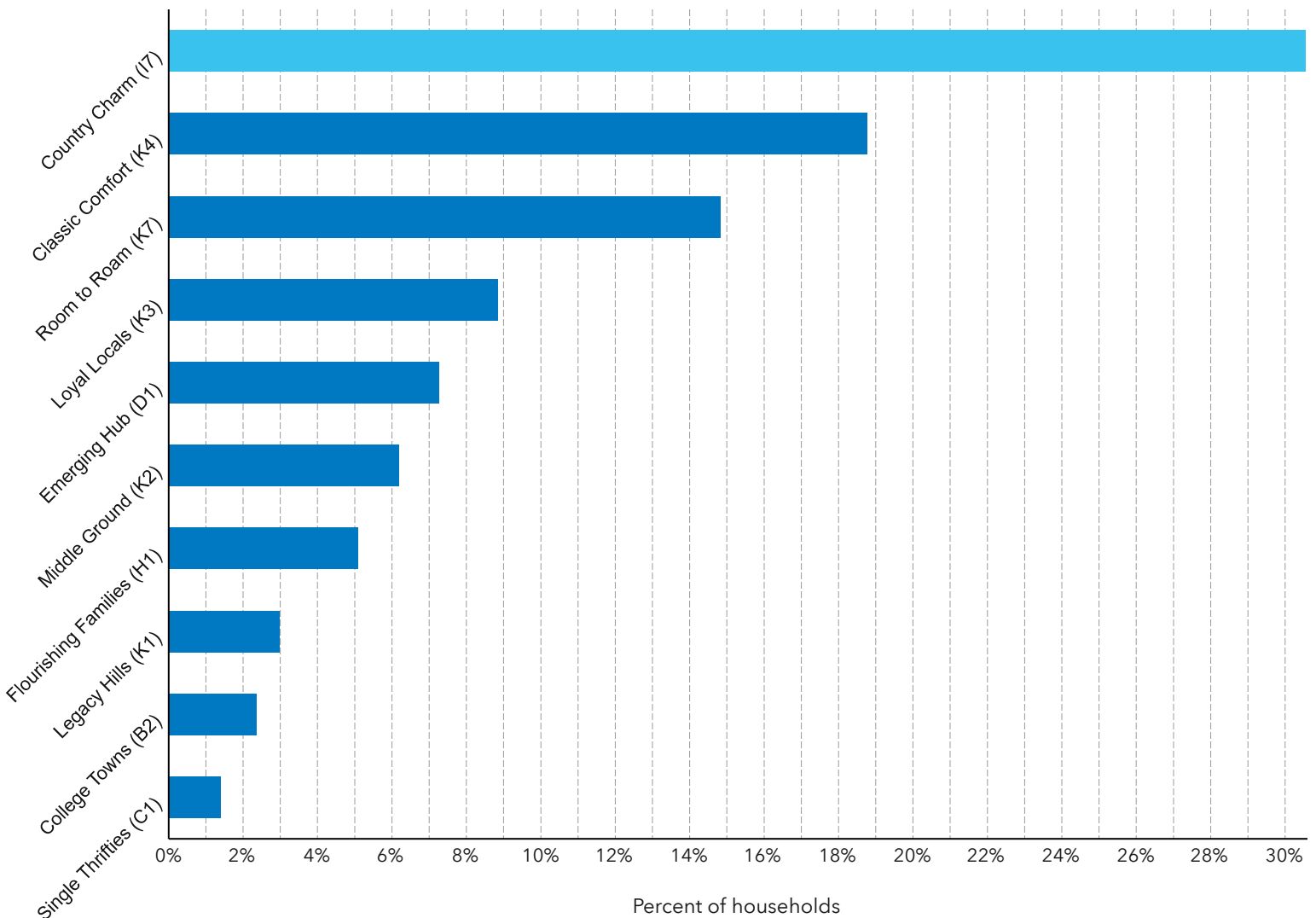
Country Charm: *Countryscapes* LifeMode

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