

Rustbelt Traditions

Dominant Tapestry Segment

KEY FACTS



43,057

Total Population



\$163,766

Median Home Value



1,480

Businesses



44,620

Daytime Population



39.6

Median Age



-0.13%

2020-2023
Pop Growth Rate



\$34,146

Per Capita Income



2.5

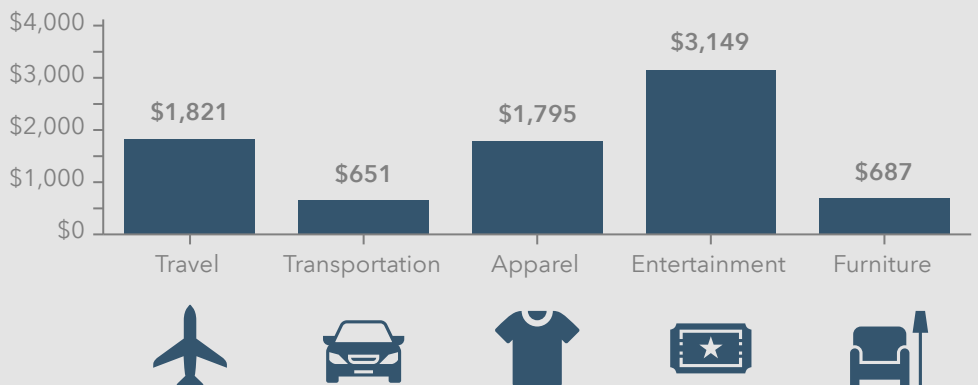
Avg Household Size



\$66,660

Median Household Income

KEY SPENDING FACTS




Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023).

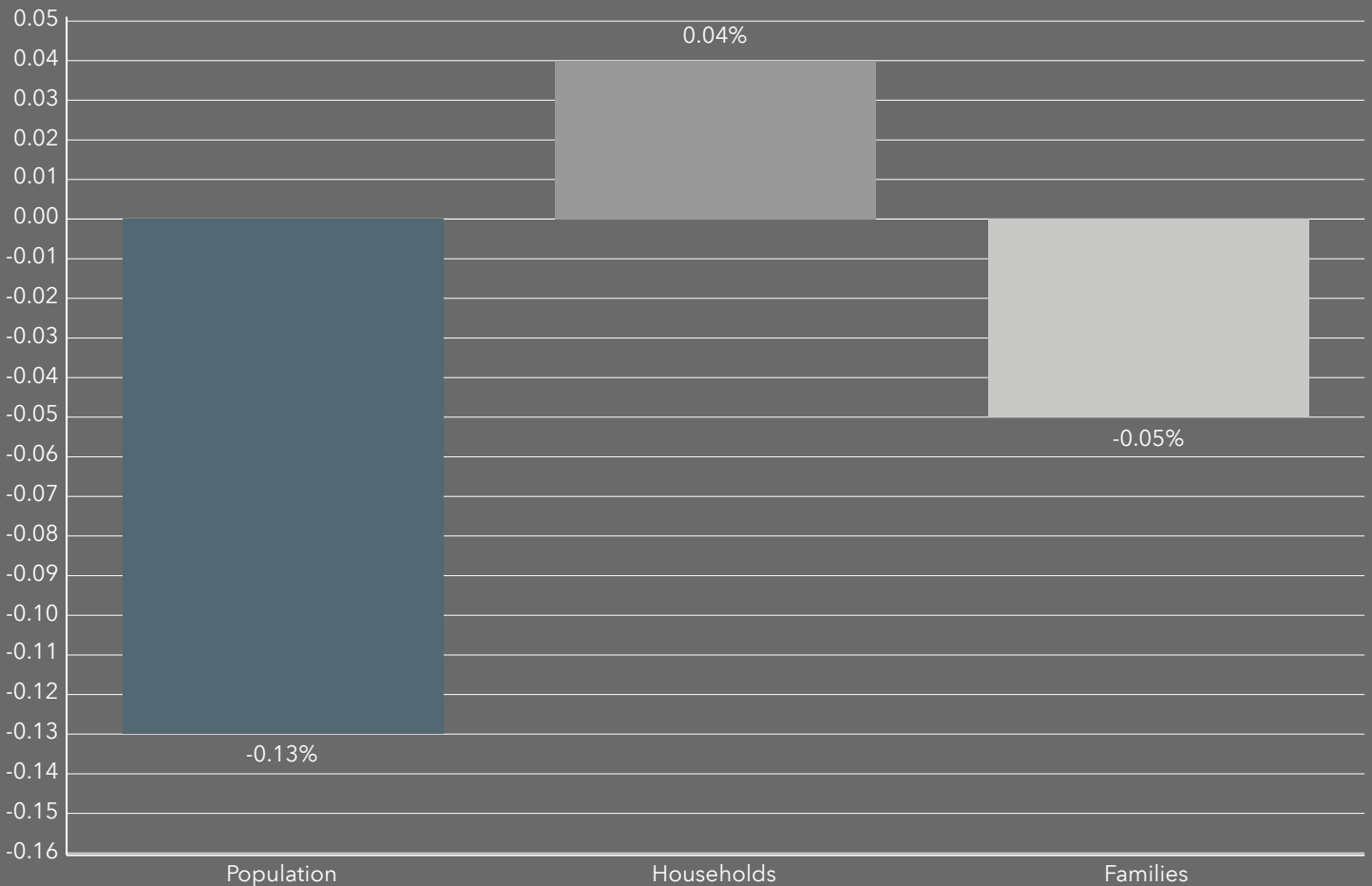
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Spending facts are average annual dollars per household

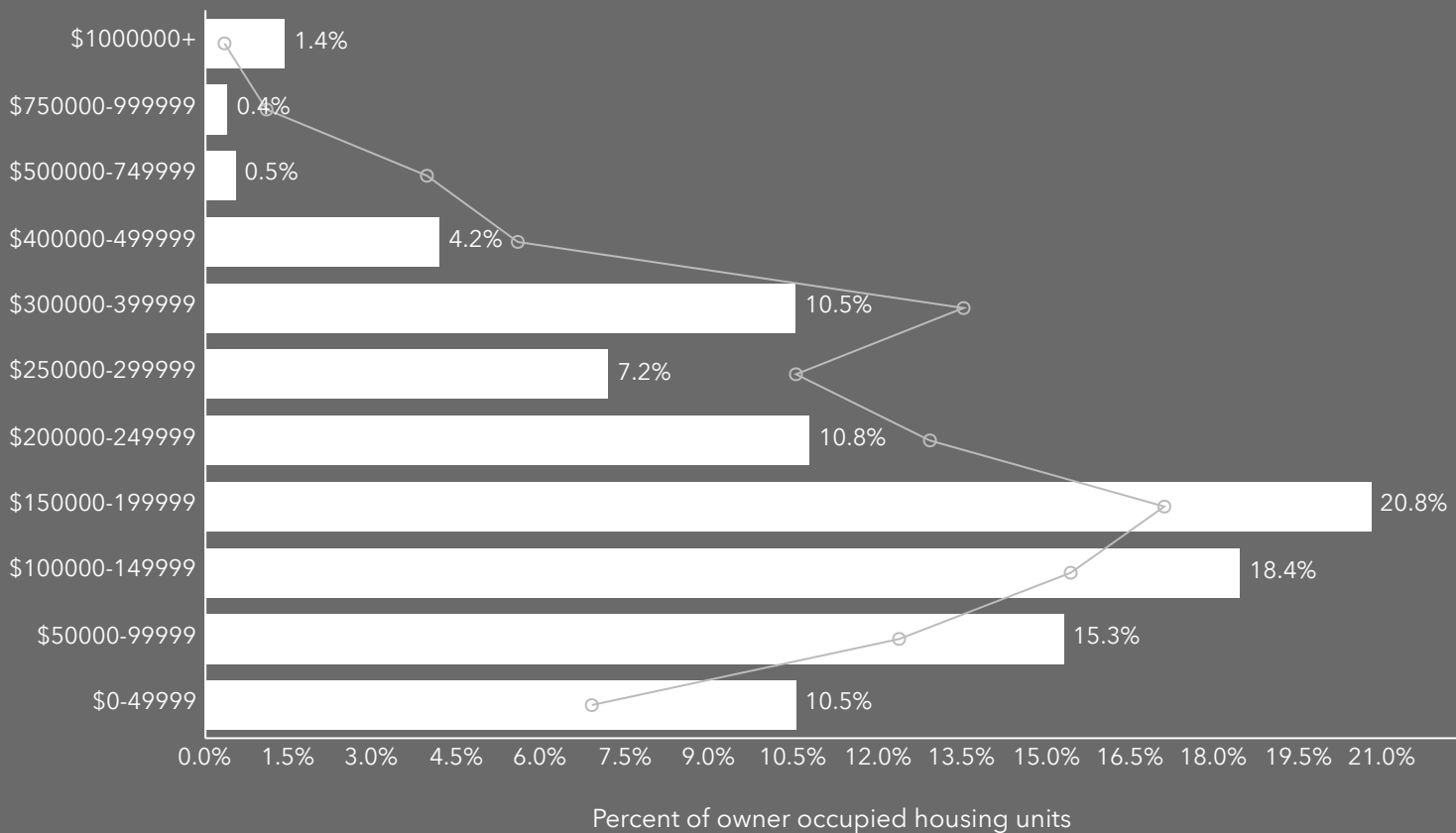
Tapestry Segments

 5D	Rustbelt Traditions 3,769 households	18.1% of Households	▼
 12B	Traditional Living 1,710 households	9.7% of Households	▼
 6B	Salt of the Earth 1,586 households	9.4% of Households	▼

Annual Growth Rate

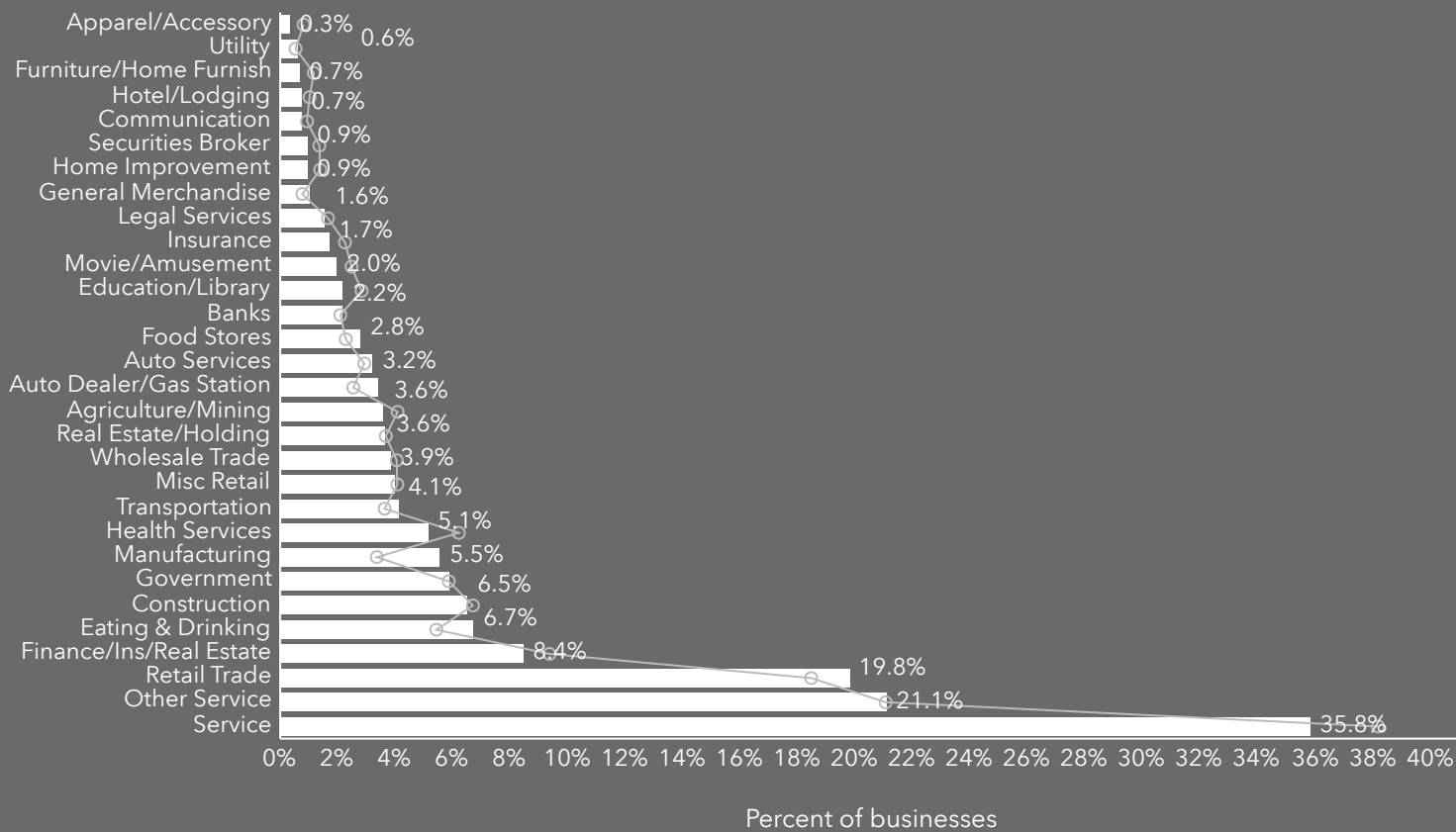


Home Value (%)



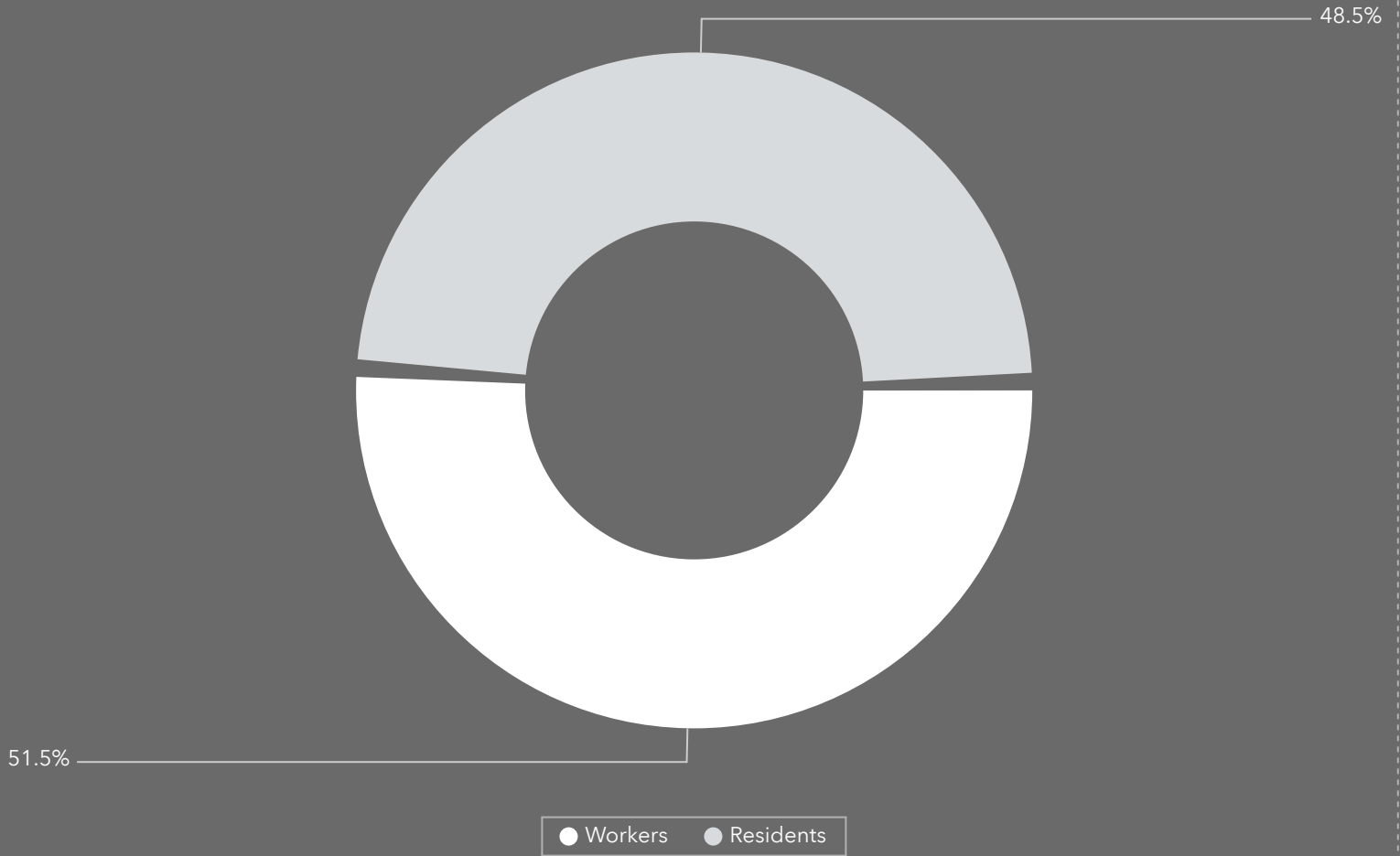
Dots show comparison to Iowa

Business Summary by SIC (%)

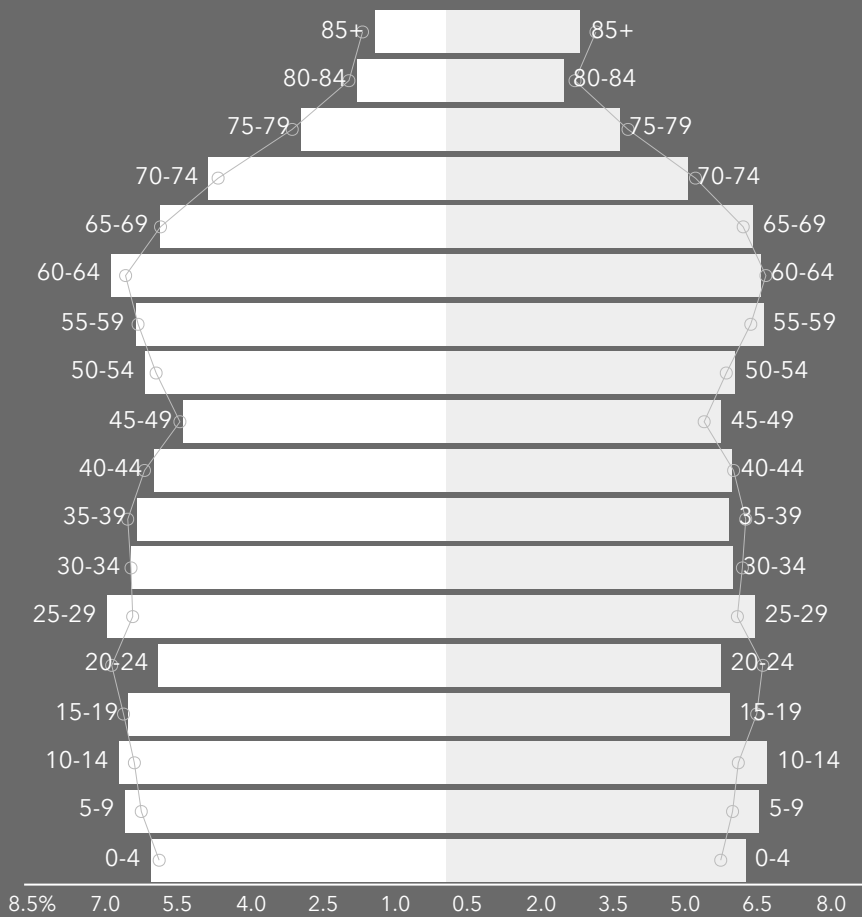


Dots show comparison to Iowa

Daytime Population (%)



Age pyramid



The largest group:

2023 Males Age 25-29

The smallest group:

2023 Males Age 85+

Dots show comparison to

Iowa

2023 Households By Income (Esri)

The largest group: \$100,000 - \$149,999 (17.5%)

The smallest group: \$200,000+ (4.3%)

Indicator ▲	Value	Diff		
<\$15,000	9.8%	+1.5%		
\$15,000 - \$24,999	6.1%	-1.3%		
\$25,000 - \$34,999	8.5%	+0.7%		
\$35,000 - \$49,999	12.8%	+0.6%		
\$50,000 - \$74,999	17.3%	-1.1%		
\$75,000 - \$99,999	16.0%	+1.5%		
\$100,000 - \$149,999	17.5%	+0.1%		
\$150,000 - \$199,999	7.6%	+0.4%		
\$200,000+	4.3%	-2.6%		

Bars show deviation from **Iowa**

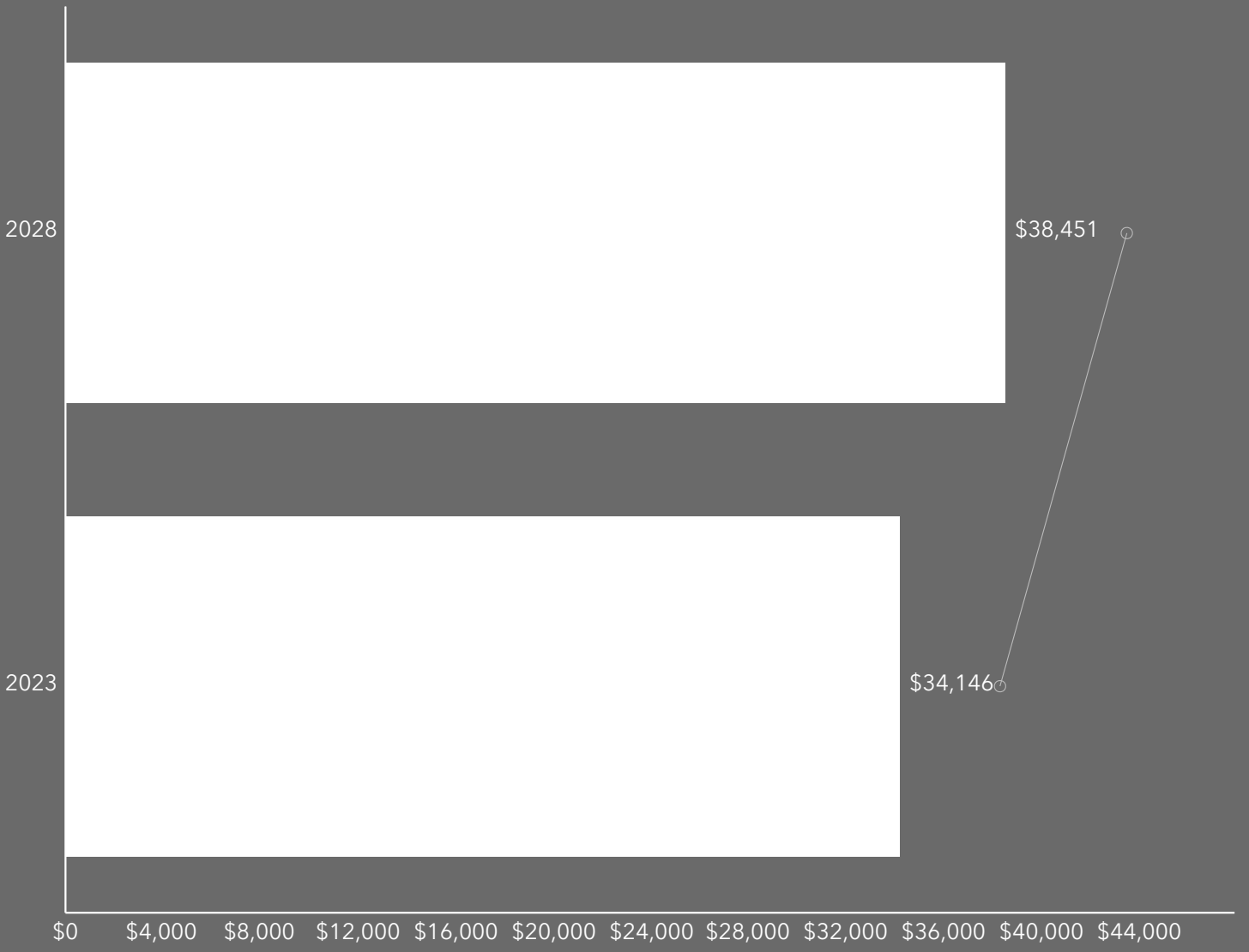
Average Household Size

for this area

2.50 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53		
This area	2.50		
Iowa	2.39		

Per Capita Income



Dots show comparison to

Iowa