

Rustbelt Traditions

Dominant Tapestry Segment

KEY FACTS



23,641
Total Population



\$139,325
Median Home Value



909
Businesses



26,453
Daytime Population



37.9
Median Age



-0.21%
2020-2023
Pop Growth Rate



\$31,435
Per Capita Income

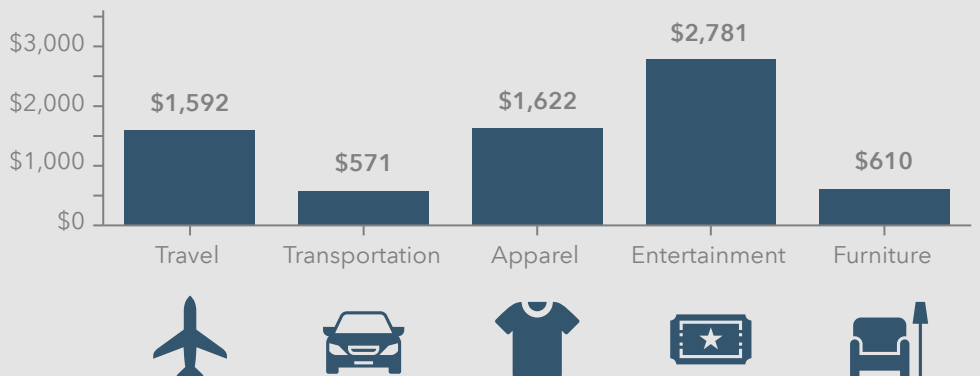


2.4
Avg Household Size



\$58,792
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).

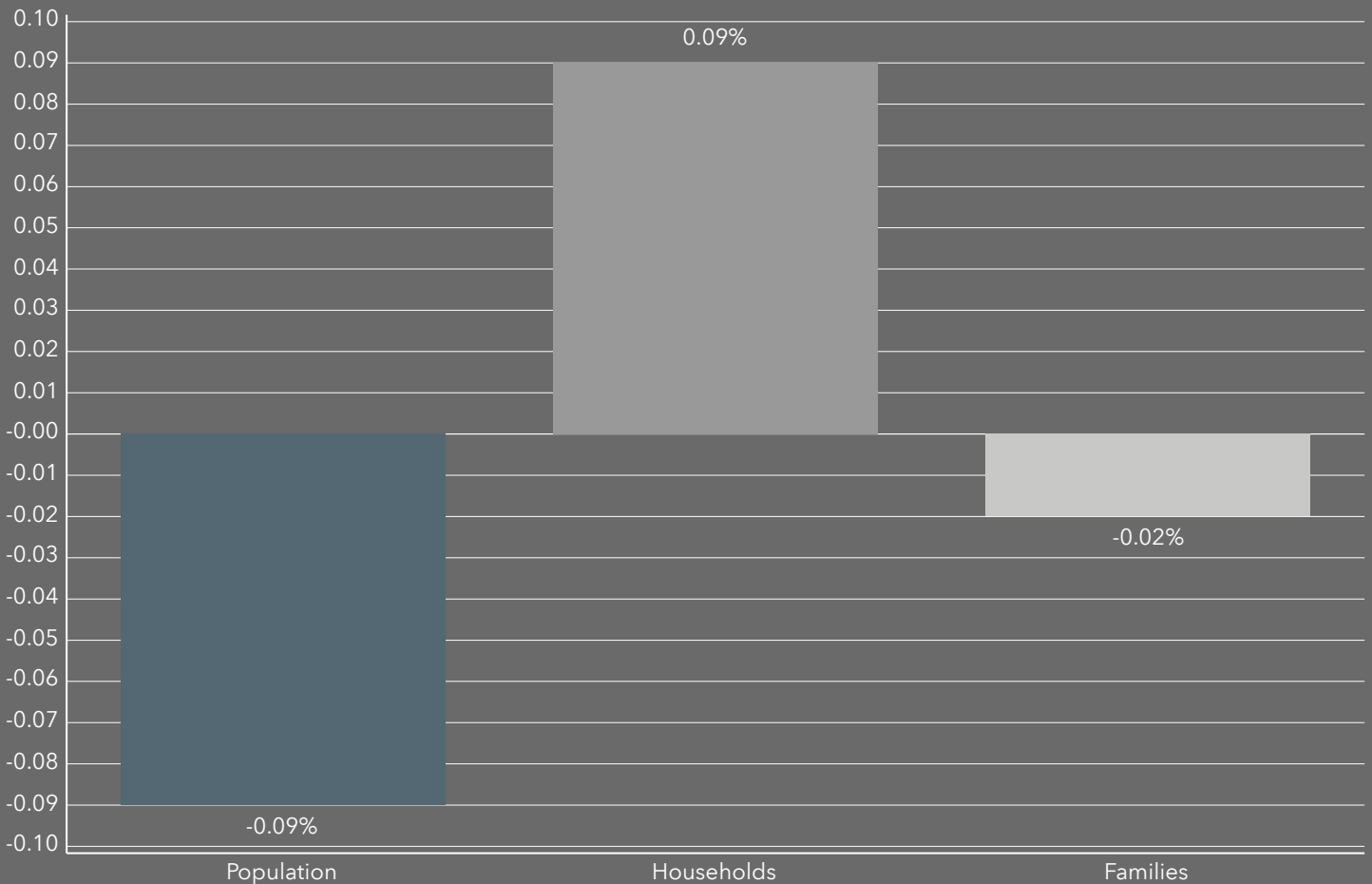
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Spending facts are average annual dollars per household

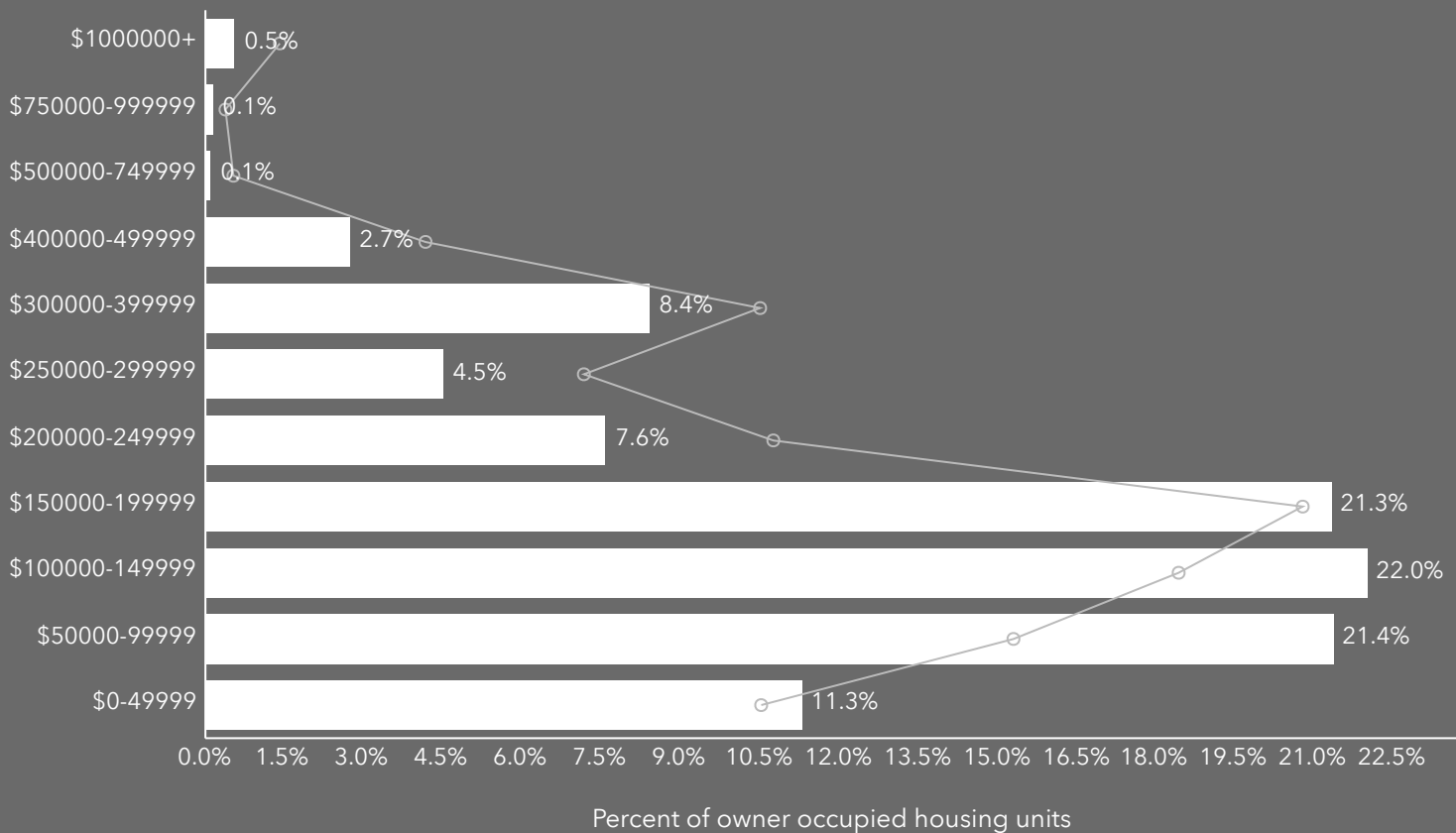
Tapestry Segments

 	Rustbelt Traditions 2,726 households	25.8% of Households	▼
 	Traditional Living 1,619 households	17.0% of Households	▼
 	Set to Impress 1,416 households	14.6% of Households	▼

Annual Growth Rate

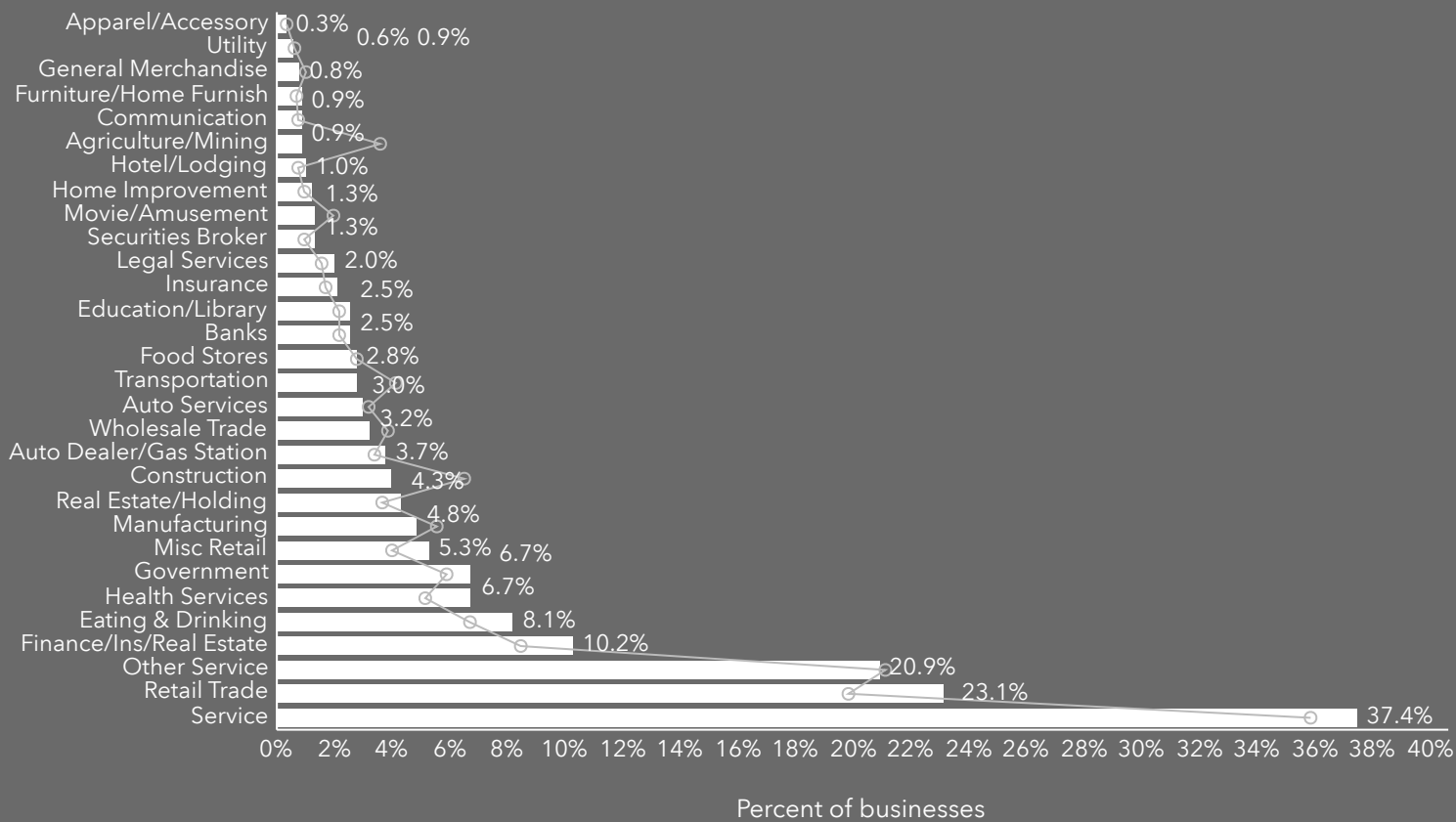


Home Value (%)



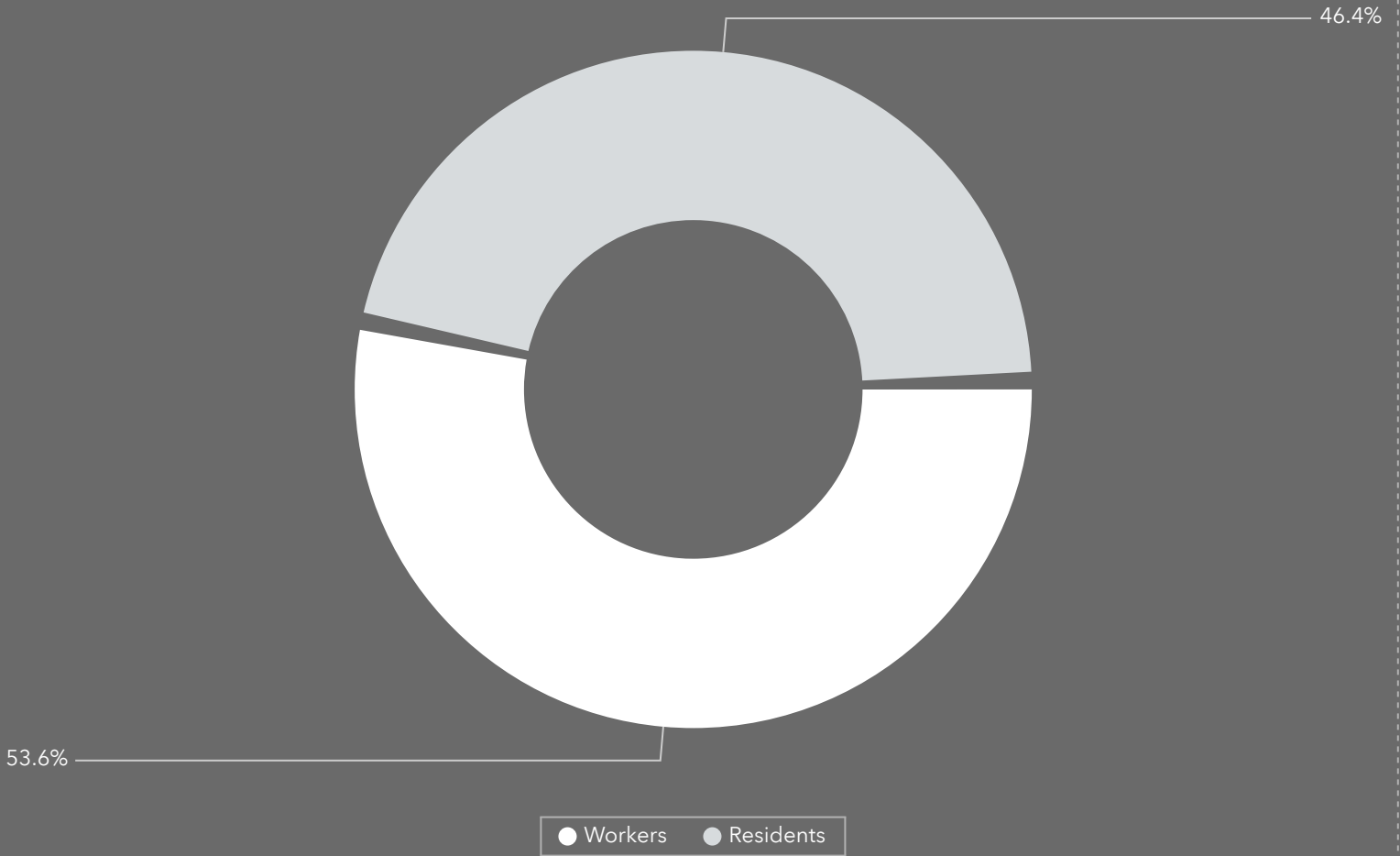
Dots show comparison to 19139 (Muscatine County)

Business Summary by SIC (%)

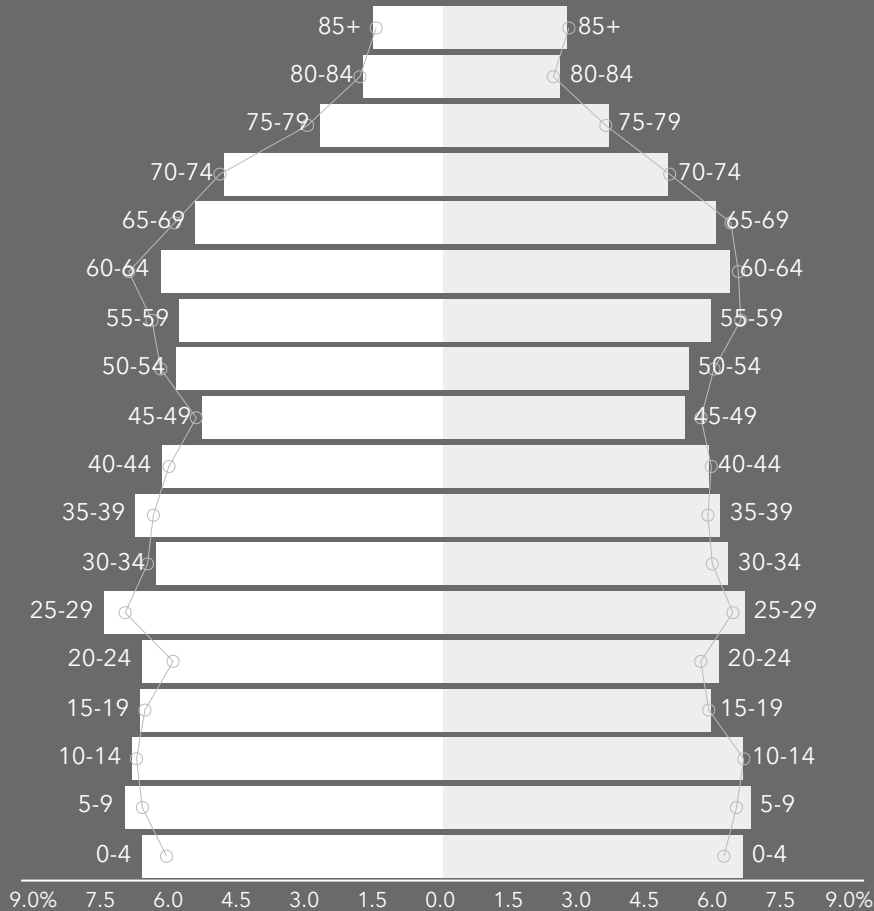


Dots show comparison to 19139 (Muscatine County)

Daytime Population (%)



Age pyramid



The largest group:
2023 Males Age 25-29

The smallest group:
2023 Males Age 85+

Dots show comparison to

19139 (Muscatine County)

2023 Households By Income (Esri)

The largest group: \$100,000 - \$149,999 (17.1%)

The smallest group: \$200,000+ (2.5%)

Indicator ▲	Value	Diff		
<\$15,000	13.1%	+3.3%		
\$15,000 - \$24,999	7.2%	+1.1%		
\$25,000 - \$34,999	9.3%	+0.8%		
\$35,000 - \$49,999	13.3%	+0.5%		
\$50,000 - \$74,999	16.1%	-1.2%		
\$75,000 - \$99,999	15.5%	-0.5%		
\$100,000 - \$149,999	17.1%	-0.4%		
\$150,000 - \$199,999	5.9%	-1.7%		
\$200,000+	2.5%	-1.8%		

Bars show deviation from 19139 (Muscatine County)

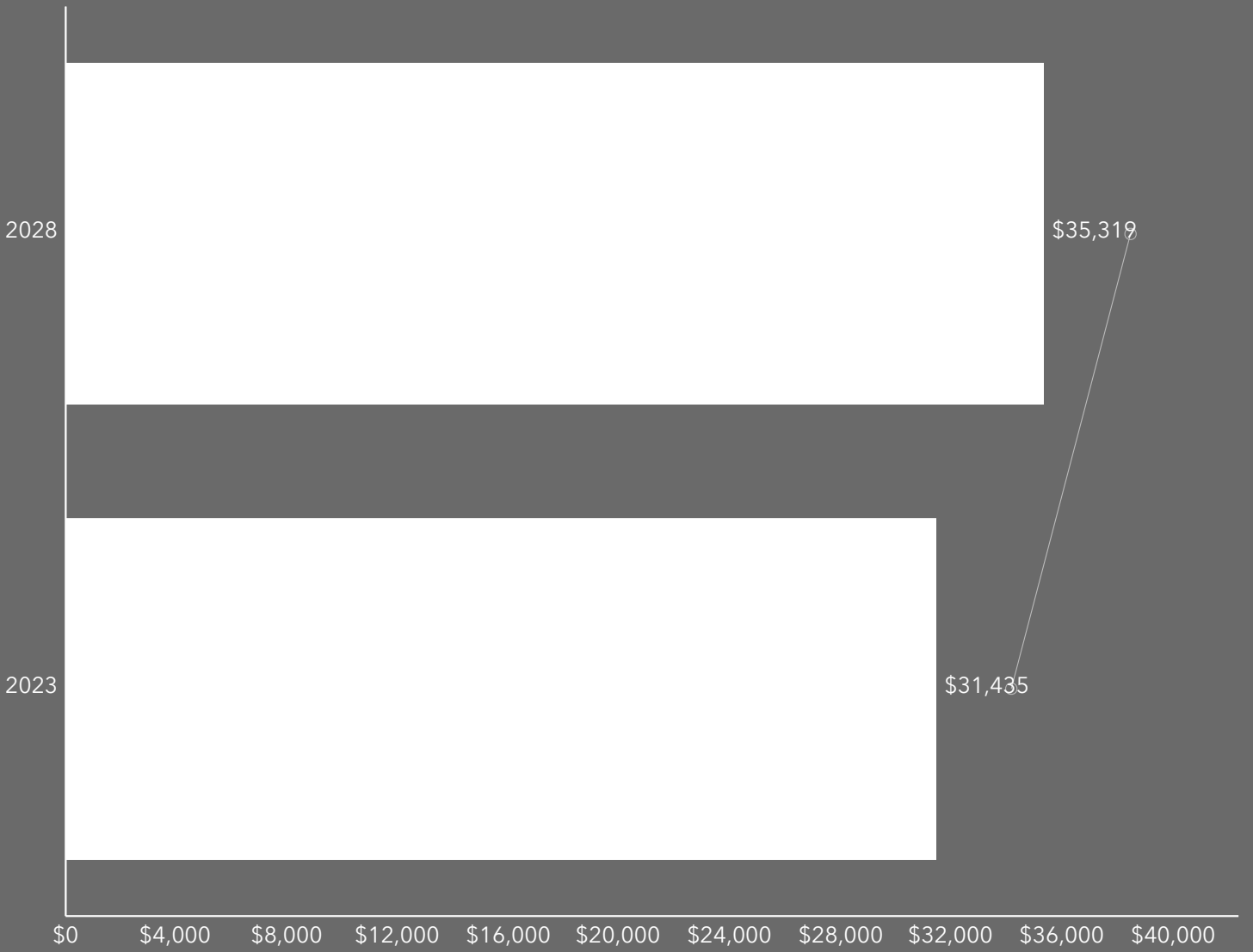
Average Household Size

for this area

2.40 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53		
19139 (Muscatine County)	2.50		
This area	2.40		
19 (Iowa)	2.39		

Per Capita Income



Dots show comparison to

19139 (Muscatine County)