

### Urban Edge Families

Dominant Tapestry Segment

## KEY FACTS



3,846

Total Population



\$158,846

Median Home Value



172

Businesses



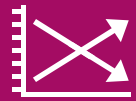
6,619

Daytime Population



34.7

Median Age



-0.10%

2020-2023  
Pop Growth Rate



\$28,998

Per Capita Income



2.9

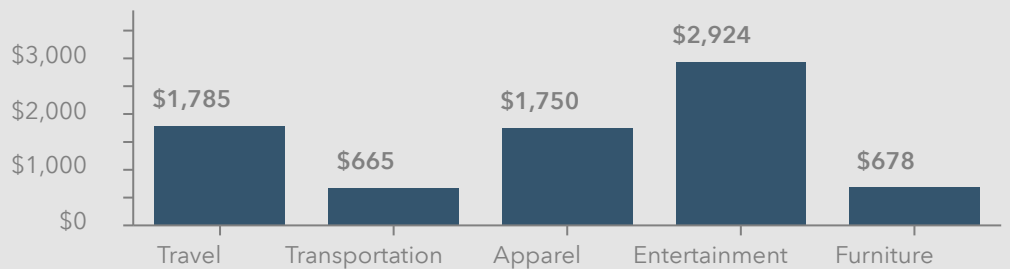
Avg Household Size



\$70,910

Median Household Income

## KEY SPENDING FACTS



Tapestry Segments



**Urban Edge Families**

1,215 households

**92.0%**

of Households



**Salt of the Earth**

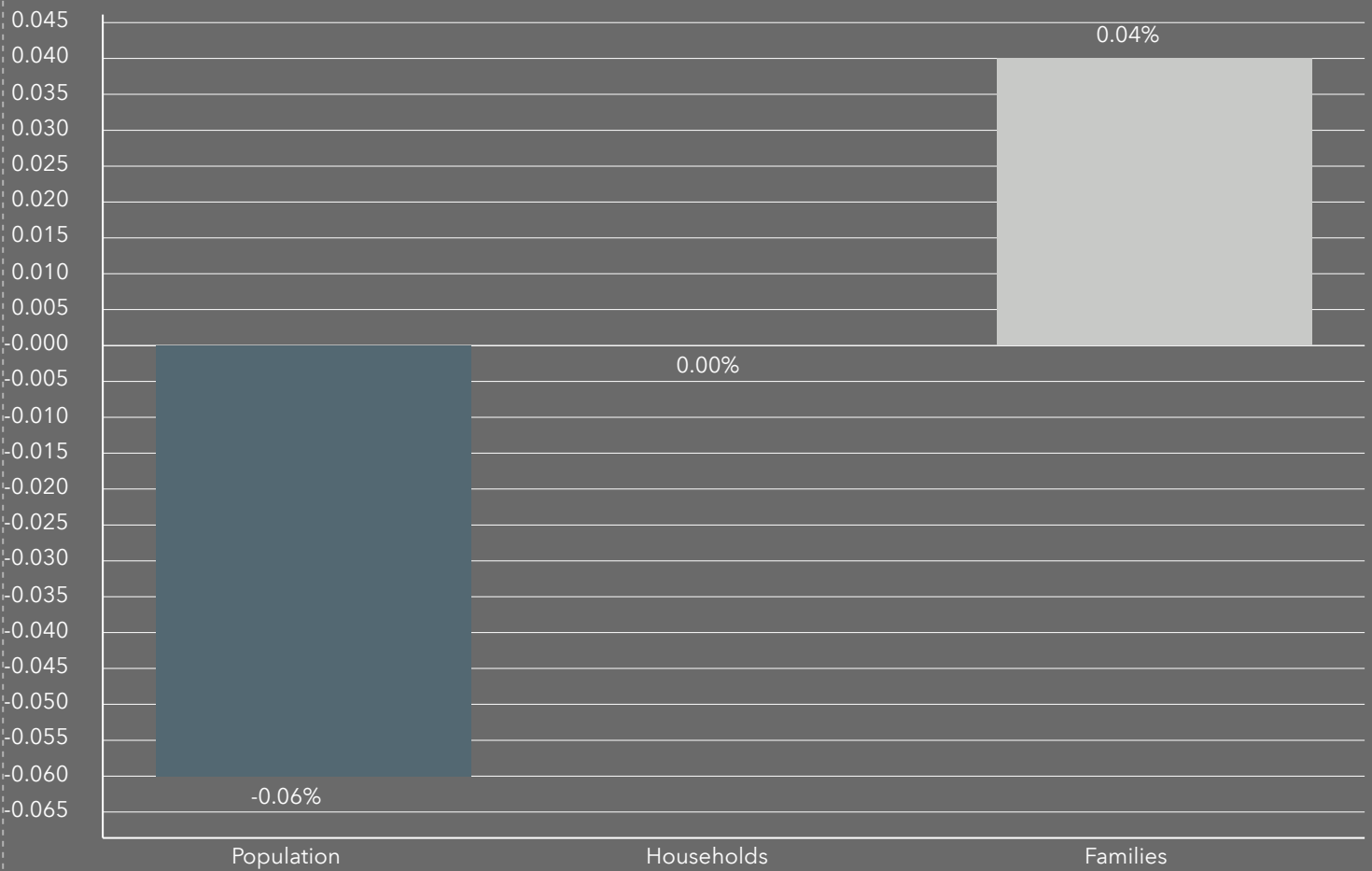
105 households

**8.0%**

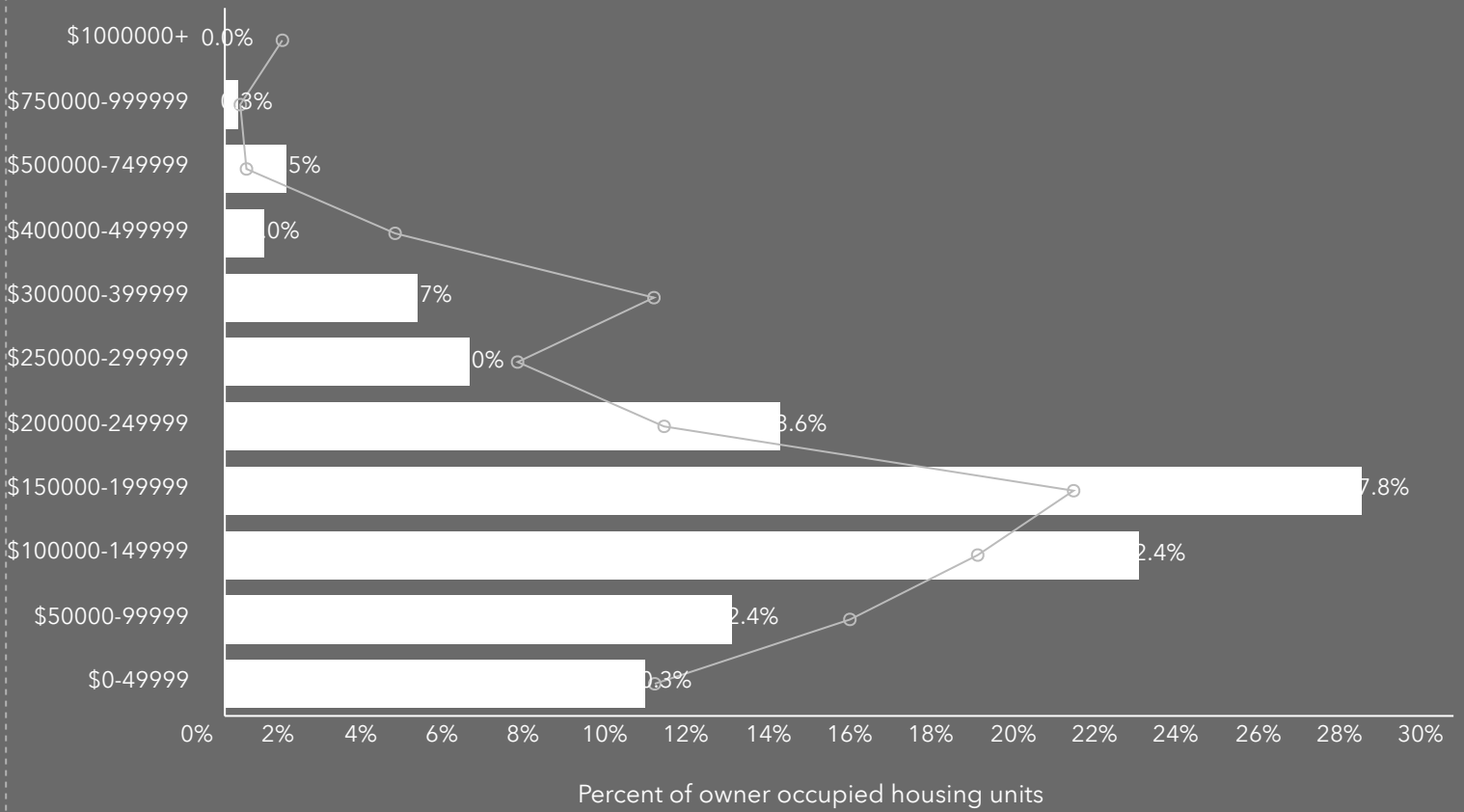
of Households



Annual Growth Rate

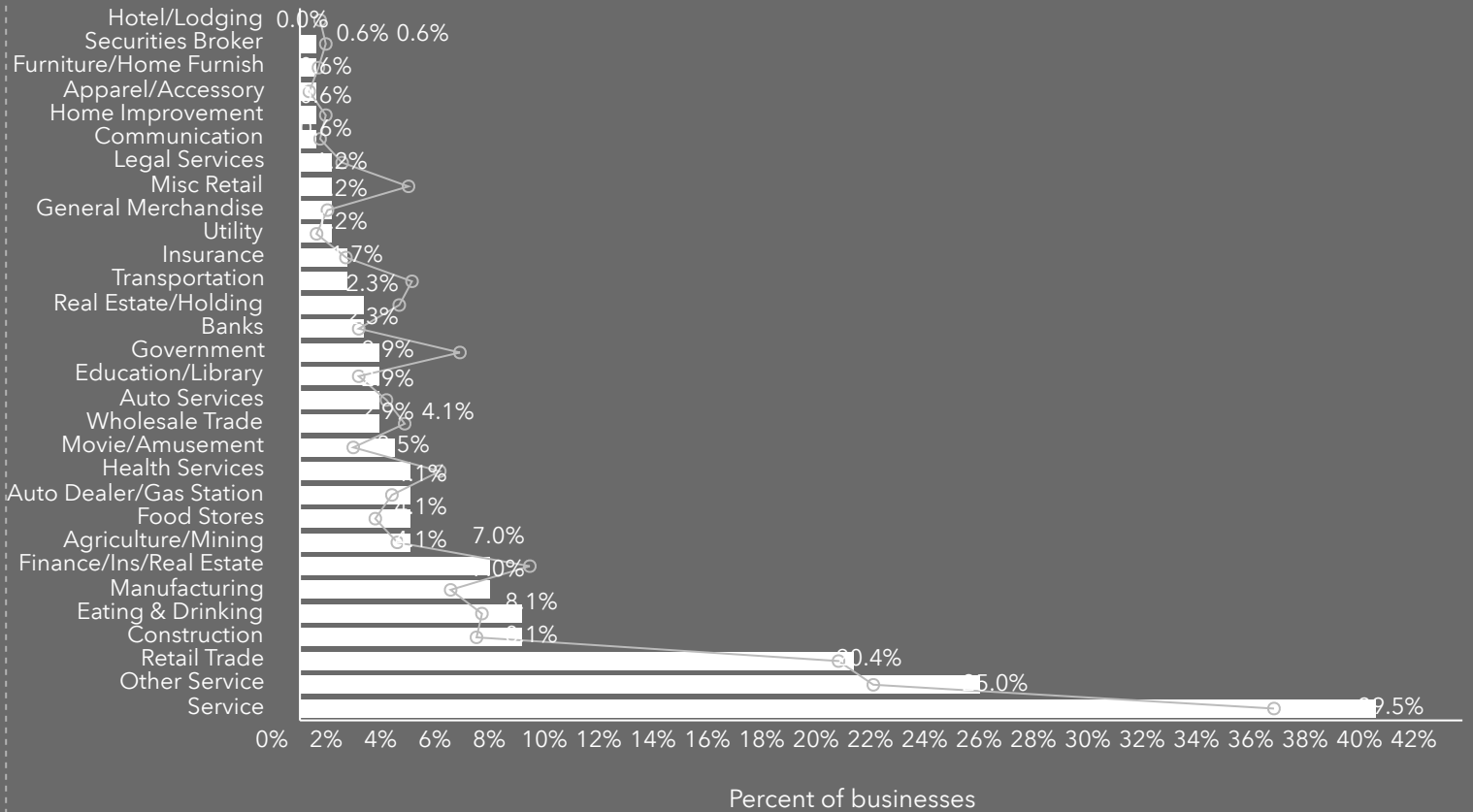


### Home Value (%)



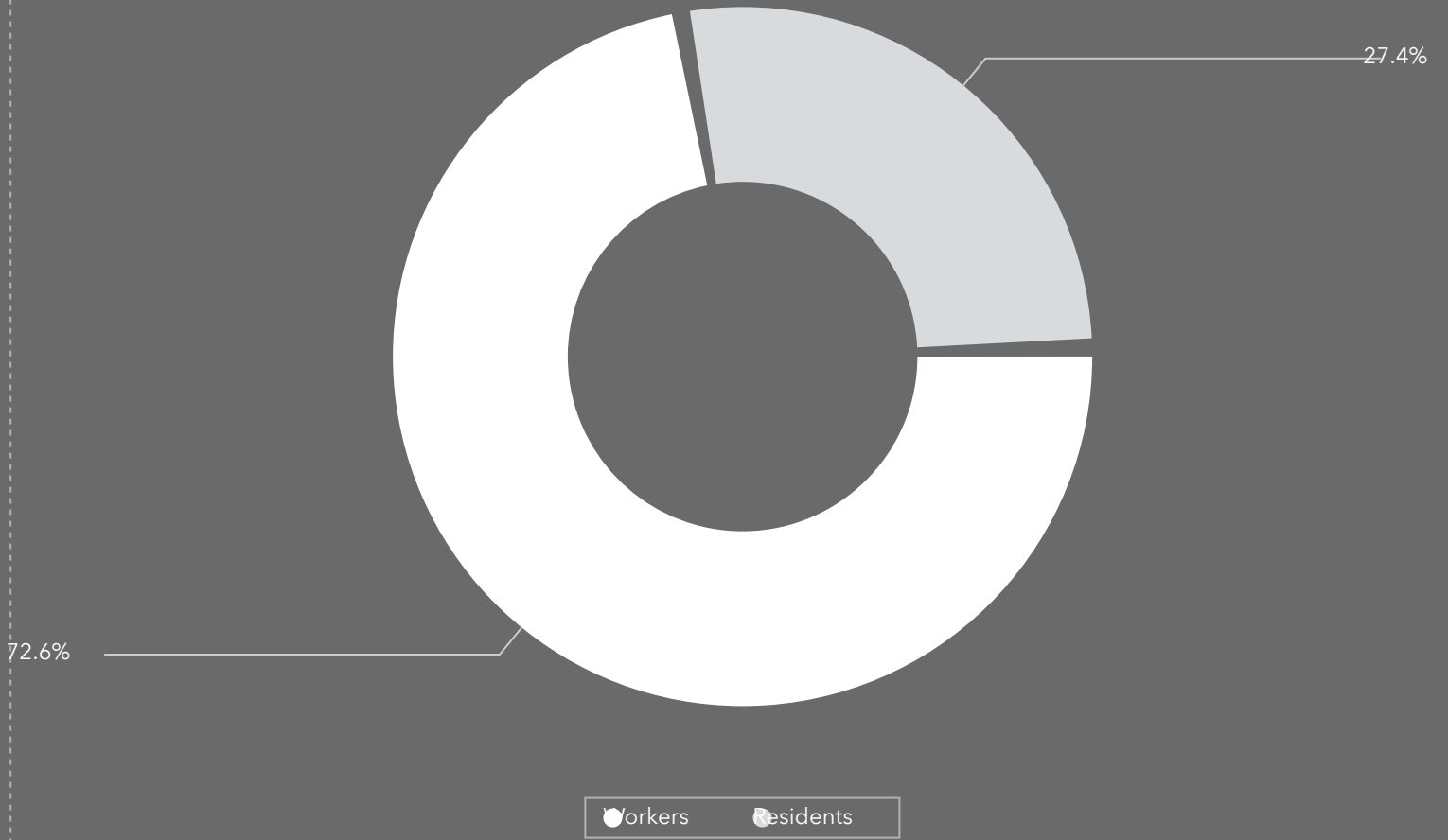
Dots show comparison to Muscatine County

### Business Summary by SIC (%)

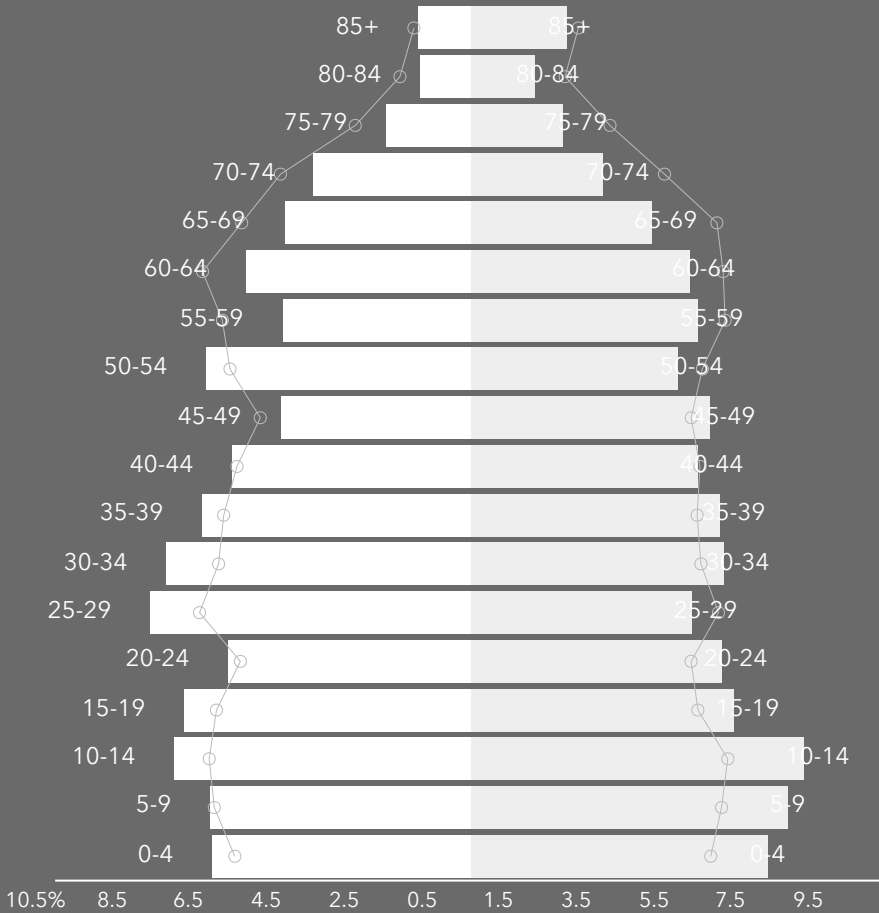


Dots show comparison to Muscatine County

# Daytime Population (%)



## Age pyramid



The largest group:

2023 Females Age 10-14

The smallest group:

2023 Males Age 80-84

Dots show comparison to

Muscatine County

## 2023 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (25.2%)

The smallest group: \$200,000+ (2.7%)

Indicator ▲	Value	Diff		
<\$15,000	3.5%	-6.3%		
\$15,000 - \$24,999	7.1%	+1.0%		
\$25,000 - \$34,999	7.0%	-1.5%		
\$35,000 - \$49,999	10.0%	-2.8%		
\$50,000 - \$74,999	25.2%	+7.9%		
\$75,000 - \$99,999	22.5%	+6.5%		
\$100,000 - \$149,999	15.2%	-2.3%		
\$150,000 - \$199,999	6.7%	-0.9%		
\$200,000+	2.7%	-1.6%		

Bars show deviation from Muscatine County

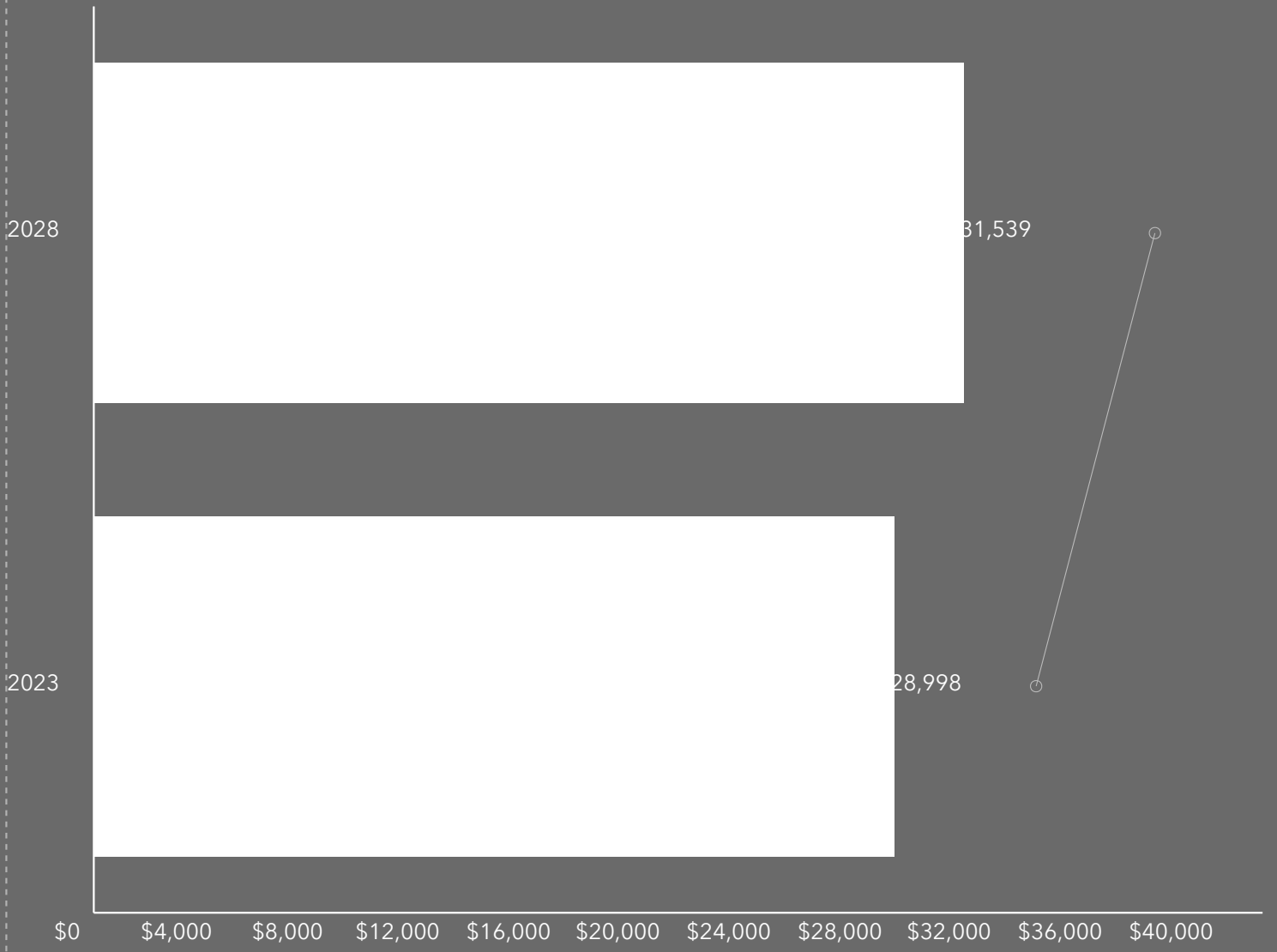
## Average Household Size

for this area

**2.89** which is more than the average for United States

Area	Value ▼	0.00	4.00
<b>This area</b>	<b>2.89</b>		
United States	2.53		
Muscatine County	2.50		
Iowa	2.39		

# Per Capita Income



Dots show comparison to Muscatine County