

Rural Versatility (E5)

Dominant Tapestry Segment

KEY FACTS



4,697

Total Population



\$218,315

Median Home Value



307

Businesses



5,184

Daytime Population



41.2

Median Age



0.3%

2025-2030
Pop Growth Rate



\$36,413

Per Capita Income



2.3

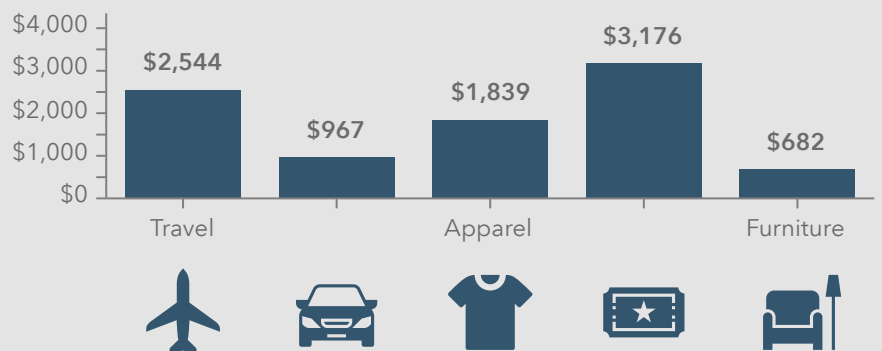
Avg Household Size



\$62,649

Median Household Income

KEY SPENDING FACTS



Source: This infographic contains data provided by Esri (2025, 2030), Esri-Data Axle (2025), Esri-U.S. BLS (2025).

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Spending facts are average annual dollars per household

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20,613

Total Population



\$240,047

Median Home Value



1,172

Businesses



30,697

Daytime Population



39.7

Median Age



0.8%

2025-2030
Pop Growth Rate



\$32,880

Per Capita Income



2.4

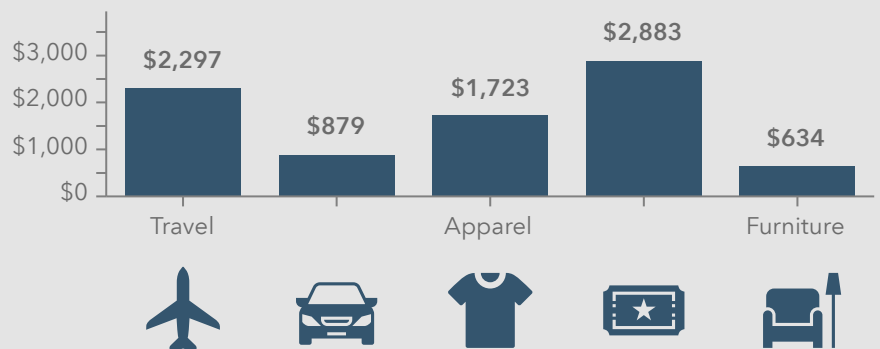
Avg Household Size



\$56,782

Median Household Income

KEY SPENDING FACTS



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54,193

Total Population



\$242,601

Median Home Value



2,861

Businesses



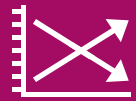
63,338

Daytime Population



37.1

Median Age



0.6%

2025-2030
Pop Growth Rate



\$32,398

Per Capita Income



2.4

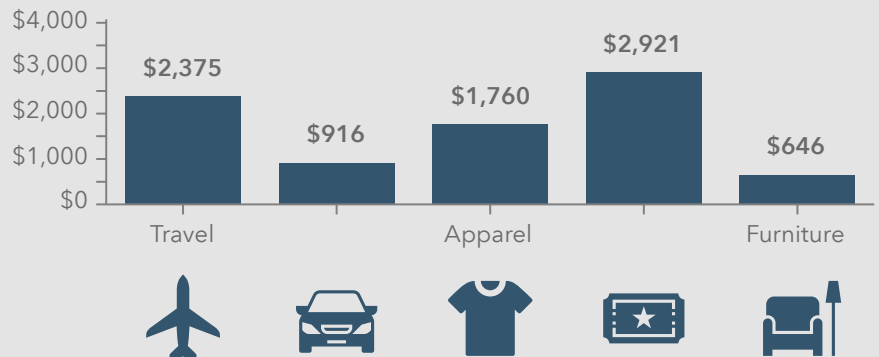
Avg Household Size



\$59,401

Median Household Income

KEY SPENDING FACTS



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