



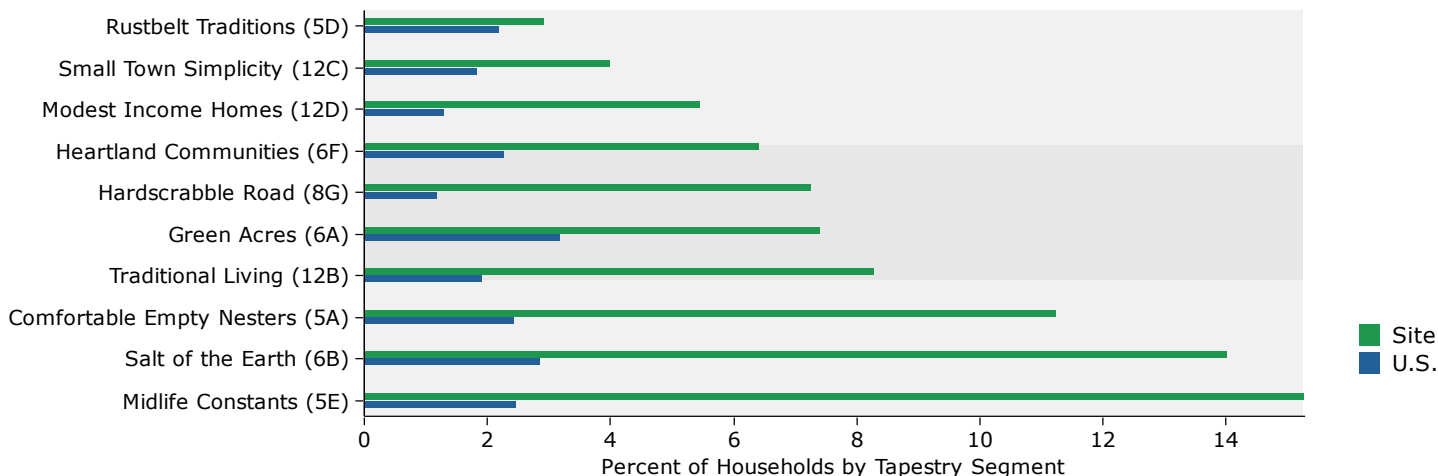
# Dominant Tapestry Site Map

Macon County, IL (17115)  
Geography: County

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.3%	15.3%	2.5%	2.5%	617
2	Salt of the Earth (6B)	14.0%	29.3%	2.9%	5.4%	490
3	Comfortable Empty Nesters (5A)	11.3%	40.6%	2.5%	7.9%	459
4	Traditional Living (12B)	8.3%	48.9%	1.9%	9.8%	430
5	Green Acres (6A)	7.4%	56.3%	3.2%	13.0%	232
<b>Subtotal</b>		<b>56.3%</b>		<b>13.0%</b>		
6	Hardscrabble Road (8G)	7.3%	63.6%	1.2%	14.2%	600
7	Heartland Communities (6F)	6.4%	70.0%	2.3%	16.5%	280
8	Modest Income Homes (12D)	5.5%	75.5%	1.3%	17.8%	419
9	Small Town Simplicity (12C)	4.0%	79.5%	1.9%	19.7%	217
10	Rustbelt Traditions (5D)	2.9%	82.4%	2.2%	21.9%	133
<b>Subtotal</b>		<b>26.1%</b>		<b>8.9%</b>		
11	Home Improvement (4B)	2.8%	85.2%	1.7%	23.6%	163
12	Social Security Set (9F)	2.7%	87.9%	0.8%	24.4%	326
13	City Commons (11E)	2.1%	90.0%	0.9%	25.3%	236
14	Old and Newcomers (8F)	2.0%	92.0%	2.3%	27.6%	88
15	College Towns (14B)	1.8%	93.8%	1.0%	28.6%	187
<b>Subtotal</b>		<b>11.4%</b>		<b>6.7%</b>		
16	Soccer Moms (4A)	1.3%	95.1%	2.9%	31.5%	43
17	Set to Impress (11D)	1.1%	96.2%	1.4%	32.9%	78
18	Young and Restless (11B)	1.0%	97.2%	1.7%	34.6%	56
19	Retirement Communities (9E)	1.0%	98.2%	1.2%	35.8%	79
20	Exurbanites (1E)	0.9%	99.1%	1.9%	37.7%	45
<b>Subtotal</b>		<b>5.3%</b>		<b>9.1%</b>		
<b>Total</b>		<b>98.9%</b>		<b>37.7%</b>		<b>263</b>

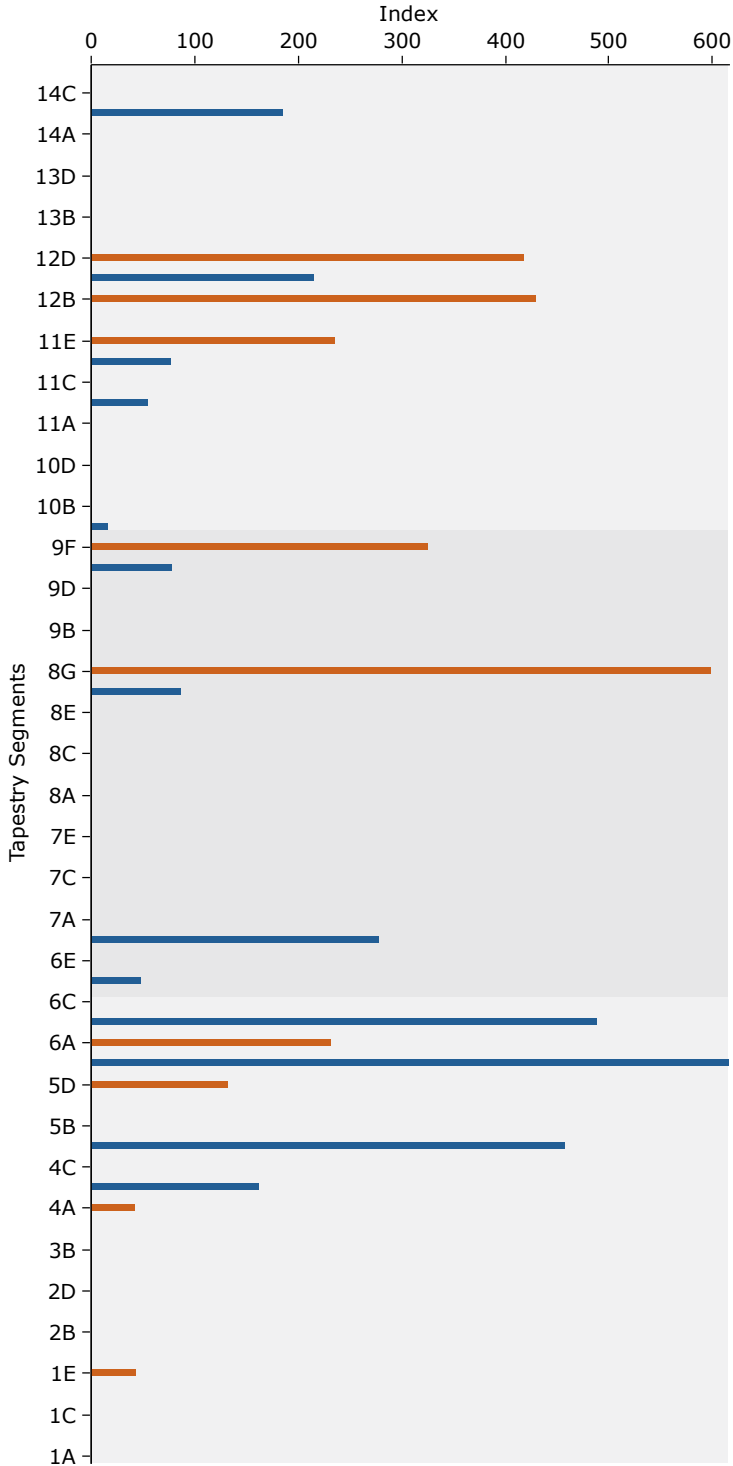
## Top Ten Tapestry Segments Site vs. U.S.



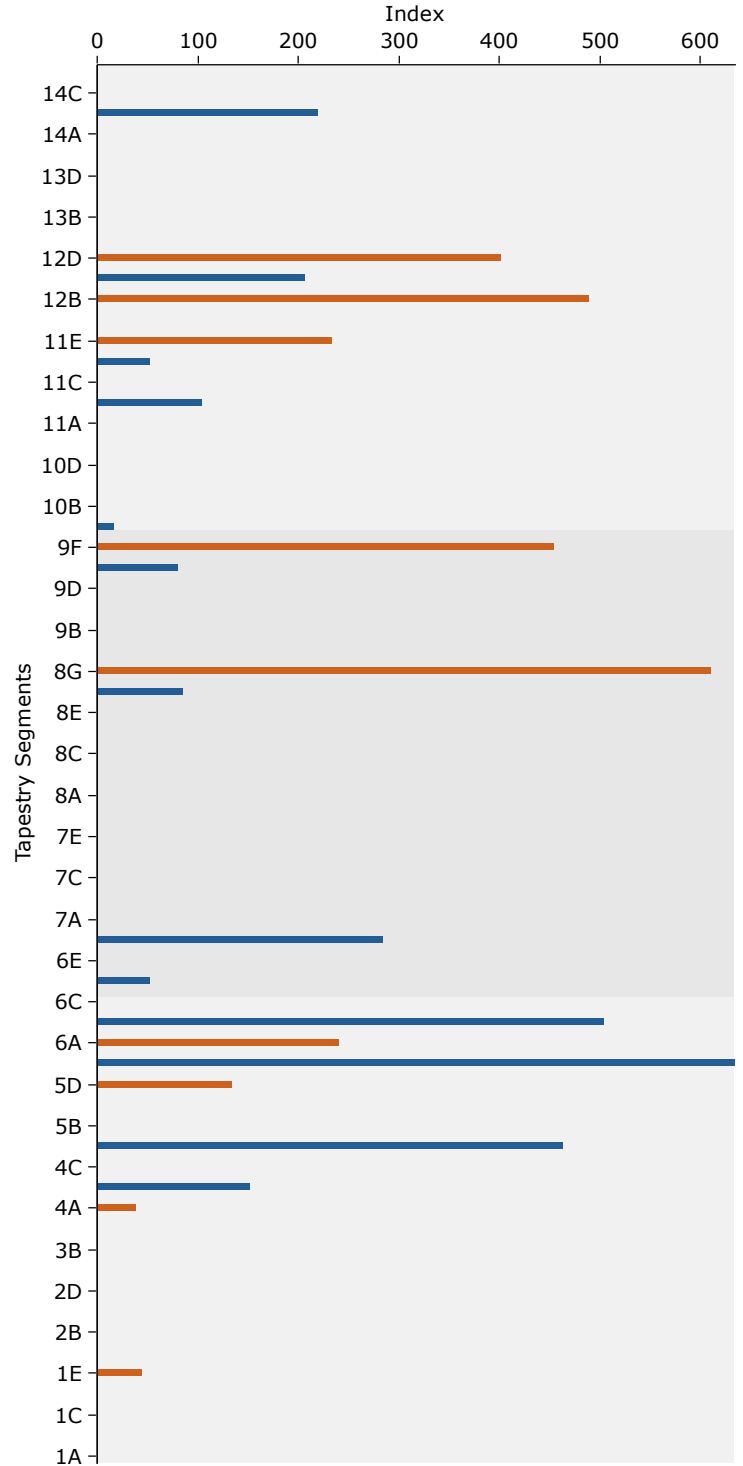
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**Source:** Esri

### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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Macon County, IL (17115)

Geography: County

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,640	100.0%		84,328	100.0%	
<b>1. Affluent Estates</b>	<b>394</b>	<b>0.9%</b>	<b>9</b>	<b>761</b>	<b>0.9%</b>	<b>9</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	394	0.9%	45	761	0.9%	46
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>1,813</b>	<b>4.1%</b>	<b>54</b>	<b>3,431</b>	<b>4.1%</b>	<b>52</b>
Soccer Moms (4A)	563	1.3%	43	1,051	1.2%	40
Home Improvement (4B)	1,250	2.8%	163	2,380	2.8%	153
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>13,154</b>	<b>29.5%</b>	<b>260</b>	<b>24,506</b>	<b>29.1%</b>	<b>267</b>
Comfortable Empty Nesters (5A)	5,025	11.3%	459	9,589	11.4%	464
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,306	2.9%	133	2,349	2.8%	135
Midlife Constants (5E)	6,823	15.3%	617	12,568	14.9%	635
<b>6. Cozy Country Living</b>	<b>12,679</b>	<b>28.4%</b>	<b>237</b>	<b>24,628</b>	<b>29.2%</b>	<b>247</b>
Green Acres (6A)	3,310	7.4%	232	6,750	8.0%	242
Salt of the Earth (6B)	6,269	14.0%	490	12,255	14.5%	505
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	235	0.5%	49	470	0.6%	54
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,865	6.4%	280	5,153	6.1%	285
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,640	100.0%		84,328	100.0%	
<b>8. Middle Ground</b>	<b>4,151</b>	<b>9.3%</b>	<b>85</b>	<b>7,424</b>	<b>8.8%</b>	<b>87</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	906	2.0%	88	1,447	1.7%	86
Hardscrabble Road (8G)	3,245	7.3%	600	5,977	7.1%	611
<b>9. Senior Styles</b>	<b>1,613</b>	<b>3.6%</b>	<b>62</b>	<b>3,261</b>	<b>3.9%</b>	<b>77</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	426	1.0%	79	698	0.8%	82
Social Security Set (9F)	1,187	2.7%	326	2,563	3.0%	455
<b>10. Rustic Outposts</b>	<b>241</b>	<b>0.5%</b>	<b>7</b>	<b>470</b>	<b>0.6%</b>	<b>7</b>
Southern Satellites (10A)	241	0.5%	17	470	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,851</b>	<b>4.1%</b>	<b>67</b>	<b>3,324</b>	<b>3.9%</b>	<b>72</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	439	1.0%	56	1,227	1.5%	105
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	481	1.1%	78	529	0.6%	53
City Commons (11E)	931	2.1%	236	1,568	1.9%	234
<b>12. Hometown</b>	<b>7,946</b>	<b>17.8%</b>	<b>290</b>	<b>14,605</b>	<b>17.3%</b>	<b>299</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,708	8.3%	430	7,422	8.8%	490
Small Town Simplicity (12C)	1,795	4.0%	217	2,928	3.5%	207
Modest Income Homes (12D)	2,443	5.5%	419	4,255	5.0%	402
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>798</b>	<b>1.8%</b>	<b>111</b>	<b>1,918</b>	<b>2.3%</b>	<b>100</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	798	1.8%	187	1,918	2.3%	220
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	44,640	100.0%		84,328	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>3,749</b>	<b>8.4%</b>	<b>50</b>	<b>6,604</b>	<b>7.8%</b>	<b>44</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,306	2.9%	133	2,349	2.8%	135
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,443	5.5%	419	4,255	5.0%	402
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>12,121</b>	<b>27.2%</b>	<b>149</b>	<b>23,349</b>	<b>27.7%</b>	<b>164</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	906	2.0%	88	1,447	1.7%	86
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>14,055</b>	<b>31.5%</b>	<b>99</b>	<b>26,349</b>	<b>31.2%</b>	<b>96</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	394	0.9%	45	761	0.9%	46
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Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
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Midlife Constants (5E)	6,823	15.3%	617	12,568	14.9%	635
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>4,660</b>	<b>10.4%</b>	<b>112</b>	<b>8,081</b>	<b>9.6%</b>	<b>106</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,865	6.4%	280	5,153	6.1%	285
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	1,795	4.0%	217	2,928	3.5%	207
<b>6. Rural</b>	<b>10,055</b>	<b>22.5%</b>	<b>134</b>	<b>19,945</b>	<b>23.7%</b>	<b>141</b>
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The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	235	0.5%	49	470	0.6%	54
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	241	0.5%	17	470	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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