



# Dominant Tapestry Site Map

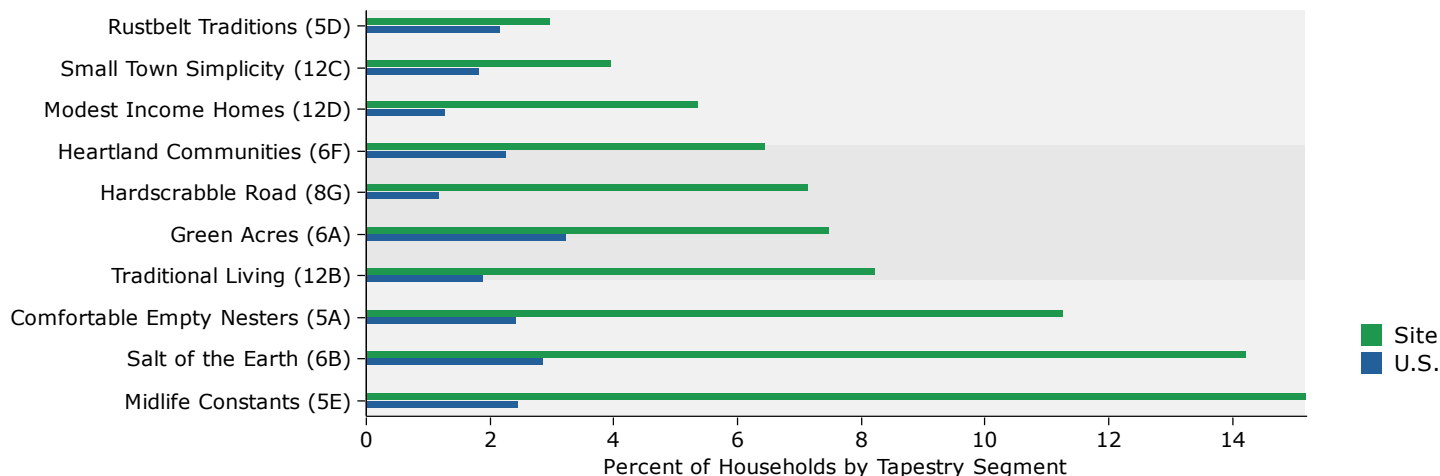
Macon County, IL (17115)

Geography: County

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.2%	15.2%	2.5%	2.5%	616
2	Salt of the Earth (6B)	14.2%	29.4%	2.9%	5.4%	497
3	Comfortable Empty Nesters (5A)	11.3%	40.7%	2.4%	7.8%	461
4	Traditional Living (12B)	8.2%	49.0%	1.9%	9.7%	432
5	Green Acres (6A)	7.5%	56.5%	3.2%	12.9%	231
	<b>Subtotal</b>	<b>56.4%</b>		<b>12.9%</b>		
6	Hardscrabble Road (8G)	7.2%	63.6%	1.2%	14.1%	600
7	Heartland Communities (6F)	6.5%	70.1%	2.3%	16.4%	284
8	Modest Income Homes (12D)	5.4%	75.4%	1.3%	17.7%	419
9	Small Town Simplicity (12C)	4.0%	79.4%	1.8%	19.5%	216
10	Rustbelt Traditions (5D)	3.0%	82.4%	2.2%	21.7%	136
	<b>Subtotal</b>	<b>26.1%</b>		<b>8.8%</b>		
11	Home Improvement (4B)	2.8%	85.2%	1.7%	23.4%	166
12	Social Security Set (9F)	2.7%	87.9%	0.8%	24.2%	331
13	Old and Newcomers (8F)	2.1%	89.9%	2.3%	26.5%	89
14	City Commons (11E)	2.0%	91.9%	0.9%	27.4%	225
15	College Towns (14B)	1.8%	93.7%	1.0%	28.4%	189
	<b>Subtotal</b>	<b>11.4%</b>		<b>6.7%</b>		
16	Soccer Moms (4A)	1.3%	95.0%	3.0%	31.4%	43
17	Set to Impress (11D)	1.1%	96.0%	1.4%	32.8%	76
18	Young and Restless (11B)	1.0%	97.1%	1.7%	34.5%	60
19	Retirement Communities (9E)	1.0%	98.0%	1.2%	35.7%	79
20	Exurbanites (1E)	0.9%	98.9%	1.9%	37.6%	46
	<b>Subtotal</b>	<b>5.3%</b>		<b>9.2%</b>		
	<b>Total</b>	<b>98.9%</b>		<b>37.6%</b>		<b>263</b>

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



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

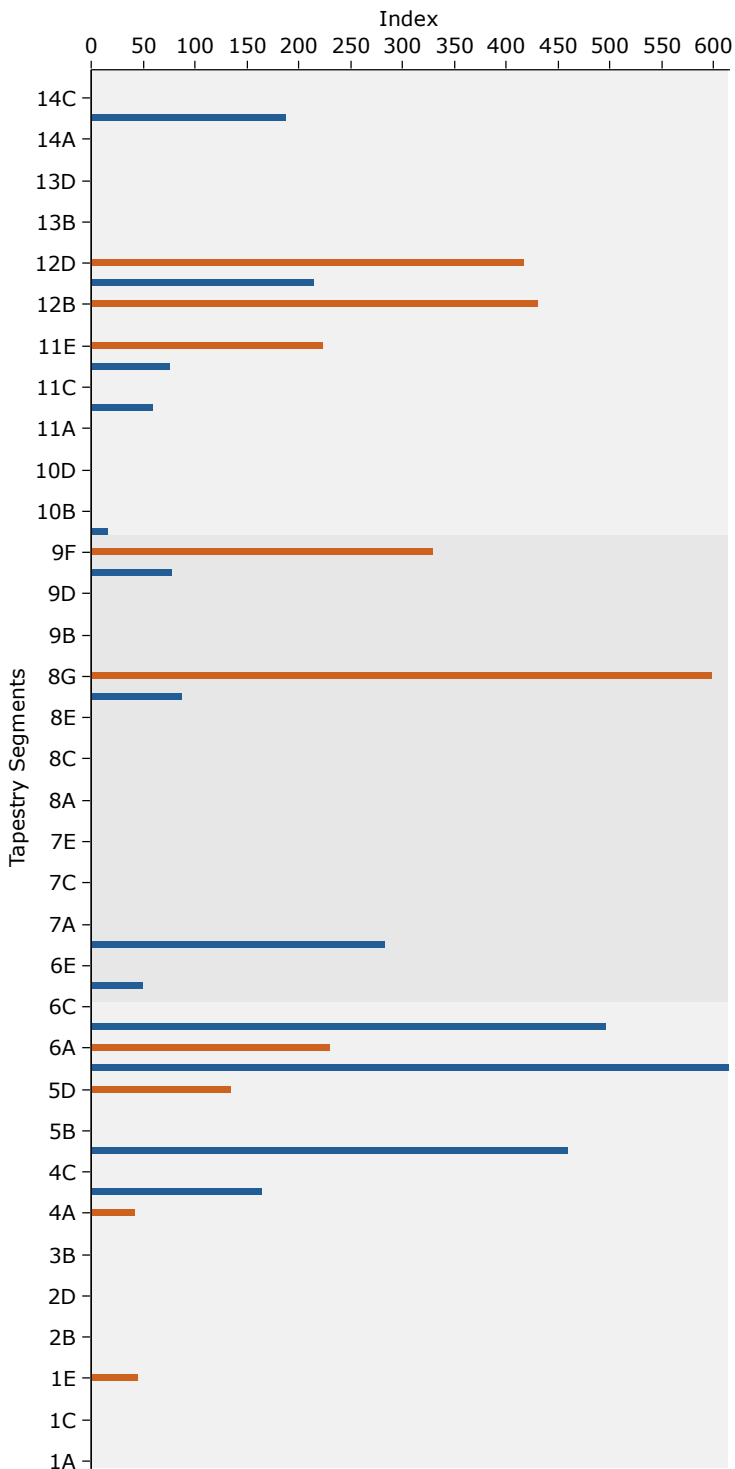


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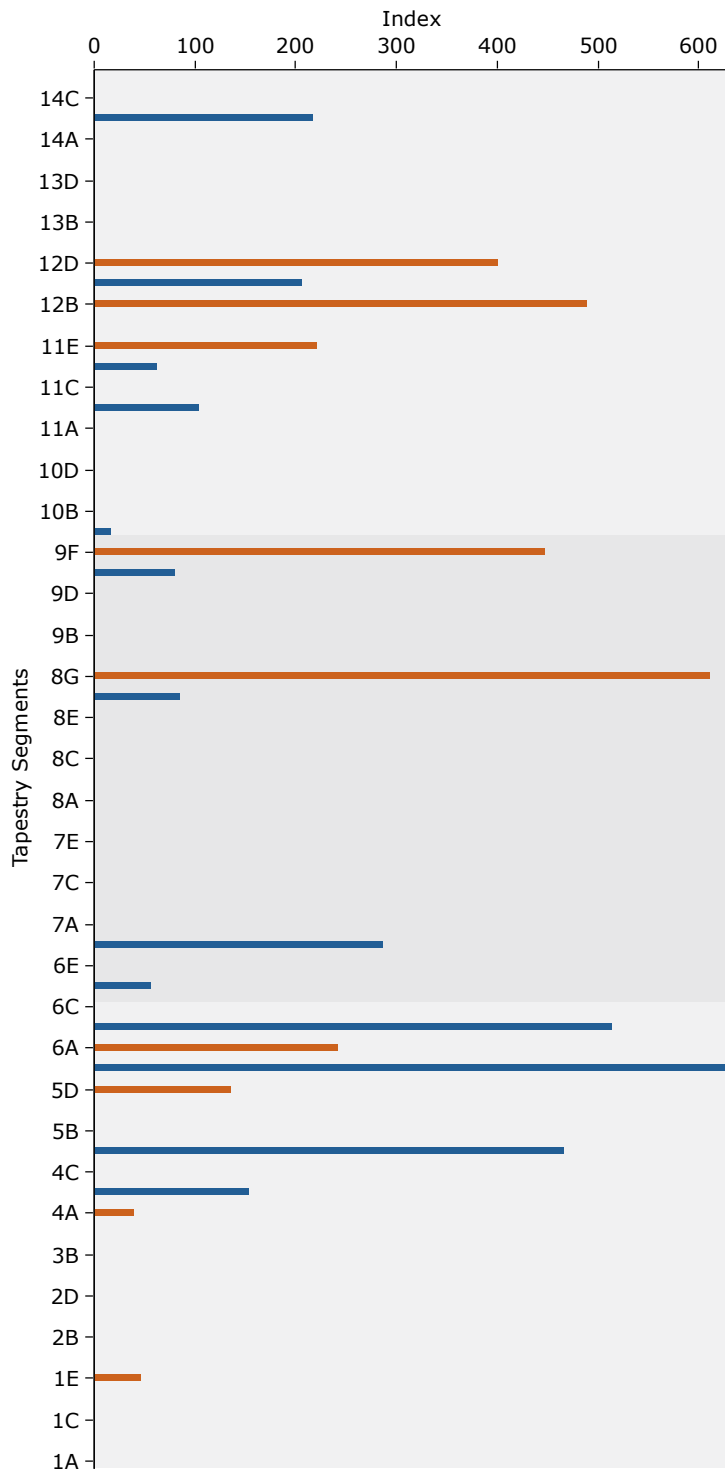
Macon County, IL (17115)

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### 2020 Tapestry Indexes by Households



### 2020 Tapestry Indexes by Total Population 18+



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# Dominant Tapestry Site Map

Macon County, IL (17115)

Geography: County

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,673	100.0%		84,129	100.0%	
<b>1. Affluent Estates</b>	<b>396</b>	<b>0.9%</b>	<b>9</b>	<b>761</b>	<b>0.9%</b>	<b>8</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)	396	0.9%	46	761	0.9%	47
<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>1,825</b>	<b>4.1%</b>	<b>54</b>	<b>3,484</b>	<b>4.1%</b>	<b>52</b>
Soccer Moms (4A)	567	1.3%	43	1,082	1.3%	41
Home Improvement (4B)	1,258	2.8%	166	2,402	2.9%	155
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>13,159</b>	<b>29.5%</b>	<b>261</b>	<b>24,409</b>	<b>29.0%</b>	<b>268</b>
Comfortable Empty Nesters (5A)	5,039	11.3%	461	9,615	11.4%	467
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)	1,329	3.0%	136	2,361	2.8%	137
Midlife Constants (5E)	6,791	15.2%	616	12,433	14.8%	634
<b>6. Cozy Country Living</b>	<b>12,839</b>	<b>28.7%</b>	<b>239</b>	<b>24,898</b>	<b>29.6%</b>	<b>249</b>
Green Acres (6A)	3,349	7.5%	231	6,865	8.2%	243
Salt of the Earth (6B)	6,360	14.2%	497	12,415	14.8%	514
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	488	0.6%	57
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,887	6.5%	284	5,130	6.1%	287
<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	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,673	100.0%		84,129	100.0%	
<b>8. Middle Ground</b>	<b>4,118</b>	<b>9.2%</b>	<b>85</b>	<b>7,338</b>	<b>8.7%</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)	919	2.1%	89	1,447	1.7%	87
Hardscrabble Road (8G)	3,199	7.2%	600	5,891	7.0%	612
<b>9. Senior Styles</b>	<b>1,623</b>	<b>3.6%</b>	<b>63</b>	<b>3,188</b>	<b>3.8%</b>	<b>76</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	690	0.8%	81
Social Security Set (9F)	1,197	2.7%	331	2,498	3.0%	449
<b>10. Rustic Outposts</b>	<b>243</b>	<b>0.5%</b>	<b>7</b>	<b>474</b>	<b>0.6%</b>	<b>7</b>
Southern Satellites (10A)	243	0.5%	17	474	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>1,810</b>	<b>4.1%</b>	<b>66</b>	<b>3,327</b>	<b>4.0%</b>	<b>73</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	466	1.0%	60	1,248	1.5%	106
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	471	1.1%	76	620	0.7%	63
City Commons (11E)	873	2.0%	225	1,459	1.7%	222
<b>12. Hometown</b>	<b>7,855</b>	<b>17.6%</b>	<b>291</b>	<b>14,351</b>	<b>17.1%</b>	<b>299</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,681	8.2%	432	7,334	8.7%	490
Small Town Simplicity (12C)	1,775	4.0%	216	2,877	3.4%	207
Modest Income Homes (12D)	2,399	5.4%	419	4,140	4.9%	401
<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>805</b>	<b>1.8%</b>	<b>112</b>	<b>1,899</b>	<b>2.3%</b>	<b>99</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	805	1.8%	189	1,899	2.3%	219
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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Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,673	100.0%		84,129	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>3,728</b>	<b>8.3%</b>	<b>50</b>	<b>6,501</b>	<b>7.7%</b>	<b>44</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,329	3.0%	136	2,361	2.8%	137
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)	2,399	5.4%	419	4,140	4.9%	401
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>12,037</b>	<b>26.9%</b>	<b>149</b>	<b>23,086</b>	<b>27.4%</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)	919	2.1%	89	1,447	1.7%	87
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	44,673	100.0%		84,129	100.0%	
<b>4. Suburban Periphery</b>	<b>14,051</b>	<b>31.5%</b>	<b>98</b>	<b>26,293</b>	<b>31.3%</b>	<b>95</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)	396	0.9%	46	761	0.9%	47
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
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Midlife Constants (5E)	6,791	15.2%	616	12,433	14.8%	634
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>4,662</b>	<b>10.4%</b>	<b>111</b>	<b>8,007</b>	<b>9.5%</b>	<b>105</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,887	6.5%	284	5,130	6.1%	287
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)	1,775	4.0%	216	2,877	3.4%	207
<b>6. Rural</b>	<b>10,195</b>	<b>22.8%</b>	<b>135</b>	<b>20,242</b>	<b>24.1%</b>	<b>142</b>
Green Acres (6A)	3,349	7.5%	231	6,865	8.2%	243
Salt of the Earth (6B)	6,360	14.2%	497	12,415	14.8%	514
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	488	0.6%	57
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	243	0.5%	17	474	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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