



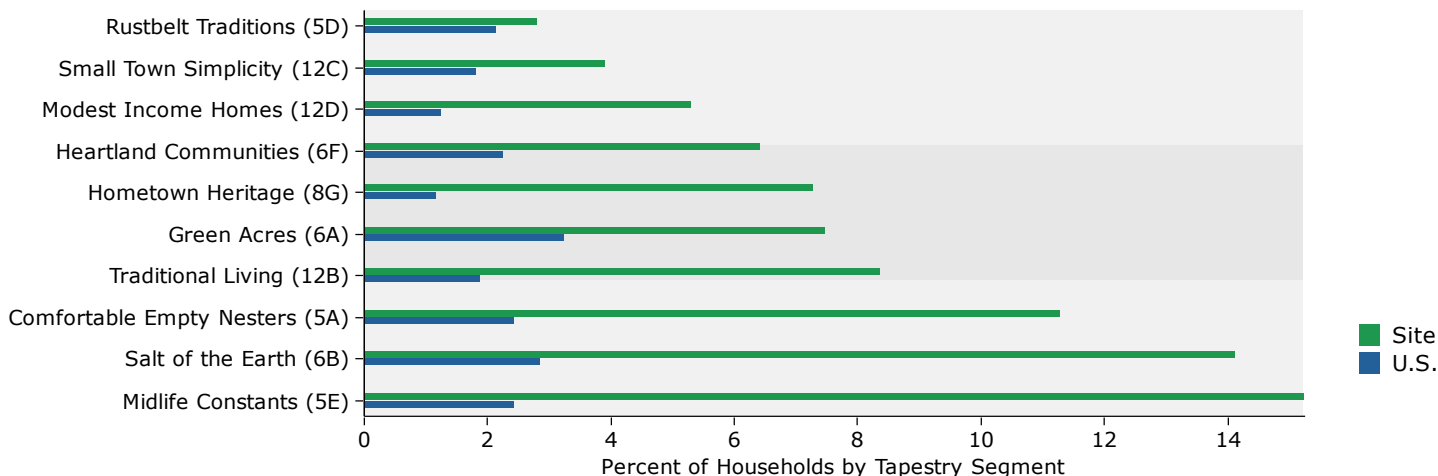
Dominant Tapestry Site Map

Macon County, IL (17115)
 Macon County, IL (17115)
 Geography: County

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.3%	15.3%	2.5%	2.5%	621
2	Salt of the Earth (6B)	14.1%	29.4%	2.9%	5.3%	493
3	Comfortable Empty Nesters (5A)	11.3%	40.7%	2.4%	7.8%	462
4	Traditional Living (12B)	8.4%	49.1%	1.9%	9.7%	442
5	Green Acres (6A)	7.5%	56.6%	3.3%	12.9%	230
Subtotal		56.6%		13.0%		
6	Hometown Heritage (8G)	7.3%	63.9%	1.2%	14.1%	613
7	Heartland Communities (6F)	6.4%	70.3%	2.3%	16.4%	284
8	Modest Income Homes (12D)	5.3%	75.6%	1.3%	17.7%	418
9	Small Town Simplicity (12C)	3.9%	79.5%	1.8%	19.5%	215
10	Rustbelt Traditions (5D)	2.8%	82.4%	2.2%	21.6%	131
Subtotal		25.7%		8.8%		
11	Home Improvement (4B)	2.8%	85.2%	1.7%	23.3%	167
12	Social Security Set (9F)	2.7%	87.9%	0.8%	24.1%	332
13	Old and Newcomers (8F)	2.0%	89.9%	2.3%	26.4%	89
14	City Commons (11E)	2.0%	91.9%	0.9%	27.3%	227
15	College Towns (14B)	1.8%	93.6%	1.0%	28.3%	185
Subtotal		11.3%		6.7%		
16	Workday Drive (4A)	1.3%	94.9%	3.0%	31.2%	43
17	Young and Restless (11B)	1.1%	96.0%	1.8%	33.0%	63
18	Set to Impress (11D)	1.1%	97.1%	1.4%	34.4%	76
19	Retirement Communities (9E)	1.0%	98.0%	1.2%	35.6%	81
20	Exurbanites (1E)	0.9%	98.9%	1.9%	37.5%	45
Subtotal		5.4%		9.3%		
Total		98.9%		37.5%		264

Top Ten Tapestry Segments Site vs. U.S.



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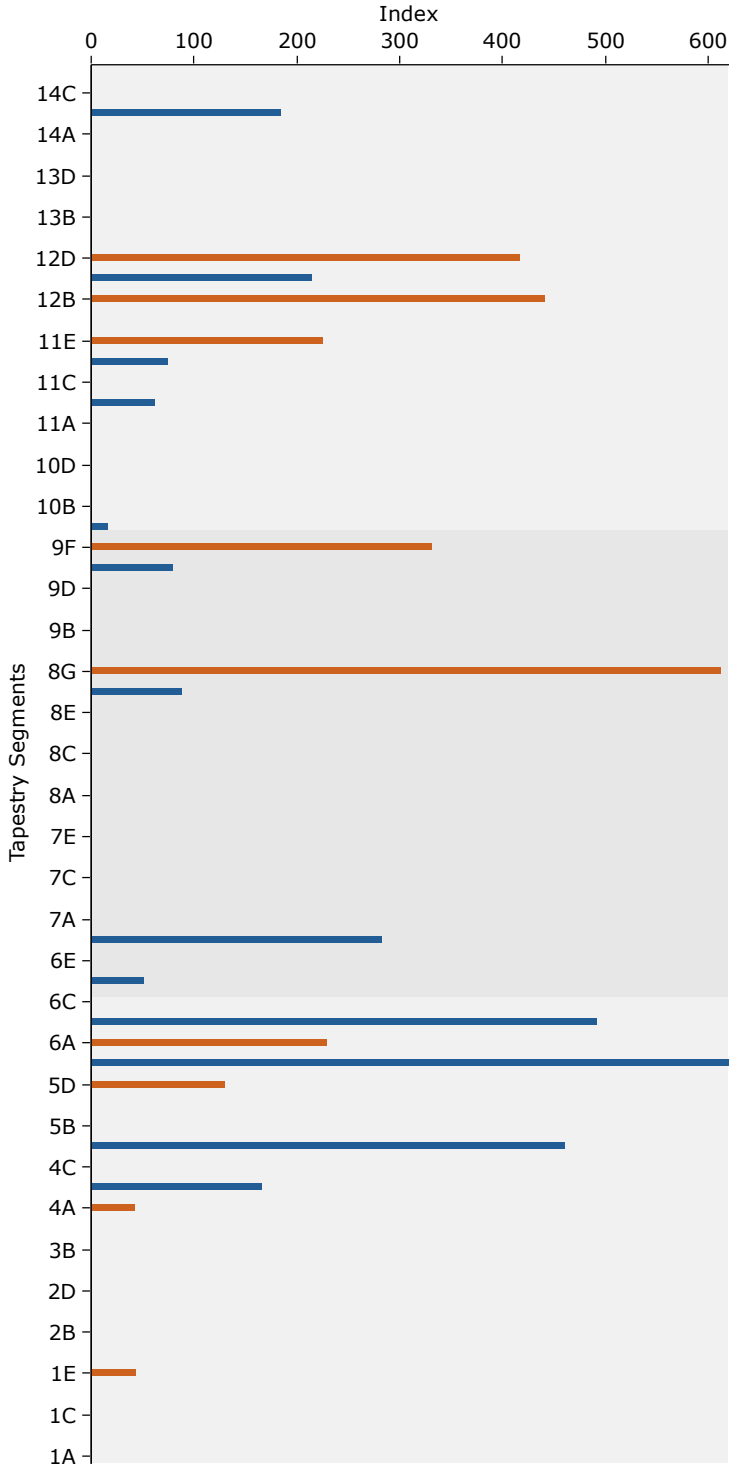
Source: Esri



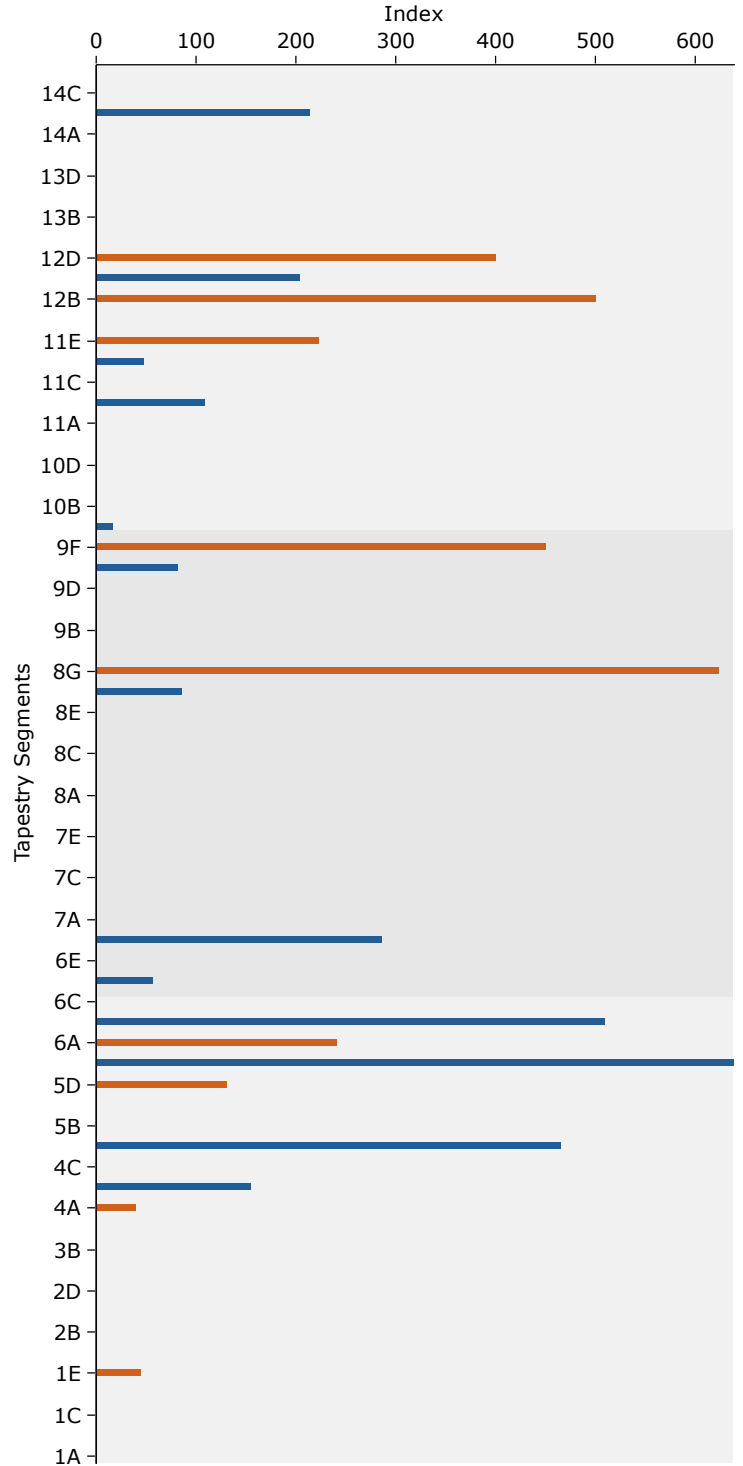
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Source: Esri



Dominant Tapestry Site Map

Macon County, IL (17115)
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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,588	100.0%		83,984	100.0%	
1. Affluent Estates	389	0.9%	9	749	0.9%	8
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)	389	0.9%	45	749	0.9%	46
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
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
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	1,825	4.1%	54	3,494	4.2%	52
Workday Drive (4A)	568	1.3%	43	1,089	1.3%	41
Home Improvement (4B)	1,257	2.8%	167	2,405	2.9%	157
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	13,099	29.4%	261	24,308	28.9%	268
Comfortable Empty Nesters (5A)	5,035	11.3%	462	9,572	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)	1,262	2.8%	131	2,261	2.7%	132
Midlife Constants (5E)	6,802	15.3%	621	12,475	14.9%	640
6. Cozy Country Living	12,764	28.6%	237	24,806	29.5%	248
Green Acres (6A)	3,342	7.5%	230	6,865	8.2%	242
Salt of the Earth (6B)	6,306	14.1%	493	12,333	14.7%	511
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	245	0.5%	52	494	0.6%	58
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,871	6.4%	284	5,114	6.1%	287
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,588	100.0%		83,984	100.0%	
8. Middle Ground	4,160	9.3%	86	7,428	8.8%	88
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)	910	2.0%	89	1,441	1.7%	87
Hometown Heritage (8G)	3,250	7.3%	613	5,987	7.1%	624
9. Senior Styles	1,625	3.6%	63	3,187	3.8%	76
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)	431	1.0%	81	699	0.8%	83
Social Security Set (9F)	1,194	2.7%	332	2,488	3.0%	451
10. Rustic Outposts	240	0.5%	6	480	0.6%	7
Southern Satellites (10A)	240	0.5%	17	480	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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
11. Midtown Singles	1,842	4.1%	67	3,262	3.9%	72
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	495	1.1%	63	1,299	1.5%	110
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	469	1.1%	76	489	0.6%	49
City Commons (11E)	878	2.0%	227	1,474	1.8%	225
12. Hometown	7,856	17.6%	293	14,402	17.1%	302
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,735	8.4%	442	7,450	8.9%	501
Small Town Simplicity (12C)	1,750	3.9%	215	2,845	3.4%	205
Modest Income Homes (12D)	2,371	5.3%	418	4,107	4.9%	401
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
14. Scholars and Patriots	788	1.8%	110	1,868	2.2%	98
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	788	1.8%	185	1,868	2.2%	215
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	2021 Households			2021 Adult Population		
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Total:	44,588	100.0%		83,984	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
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
2. Urban Periphery	3,633	8.1%	49	6,368	7.6%	43
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,262	2.8%	131	2,261	2.7%	132
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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)	2,371	5.3%	418	4,107	4.9%	401
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	12,150	27.2%	151	23,195	27.6%	165
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)	910	2.0%	89	1,441	1.7%	87
Hometown Heritage (8G)	3,250	7.3%	613	5,987	7.1%	624
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Total:	44,588	100.0%		83,984	100.0%	
4. Suburban Periphery	14,051	31.5%	98	26,290	31.3%	95
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)	389	0.9%	45	749	0.9%	46
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
Workday Drive (4A)	568	1.3%	43	1,089	1.3%	41
Home Improvement (4B)	1,257	2.8%	167	2,405	2.9%	157
Comfortable Empty Nesters (5A)	5,035	11.3%	462	9,572	11.4%	467
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,802	15.3%	621	12,475	14.9%	640
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
5. Semirural	4,621	10.4%	110	7,959	9.5%	104
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,871	6.4%	284	5,114	6.1%	287
Farm to Table (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)	1,750	3.9%	215	2,845	3.4%	205
6. Rural	10,133	22.7%	134	20,172	24.0%	141
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Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	240	0.5%	17	480	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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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