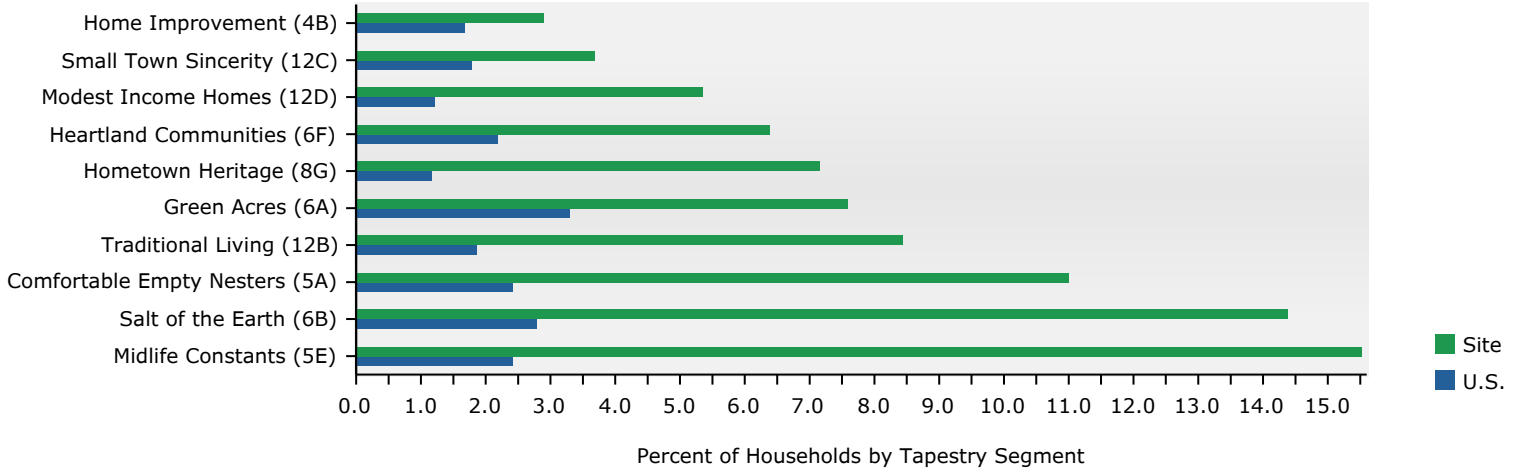
Dominant Tapestry Site Map

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

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households Percent	2024 Households Cumulative Percent	2024 U.S. Households Percent	2024 U.S. Households Cumulative Percent	Index
1	Midlife Constants (5E)	15.5%	15.5%	2.4%	2.4%	643
2	Salt of the Earth (6B)	14.4%	29.9%	2.8%	5.2%	517
3	Comfortable Empty Nesters (5A)	11.0%	40.9%	2.4%	7.6%	455
4	Traditional Living (12B)	8.4%	49.3%	1.9%	9.5%	453
5	Green Acres (6A)	7.6%	56.9%	3.3%	12.8%	230
	Subtotal	**56.9%**		**12.8%**		
6	Hometown Heritage (8G)	7.2%	64.1%	1.2%	13.9%	614
7	Heartland Communities (6F)	6.4%	70.5%	2.2%	16.1%	292
8	Modest Income Homes (12D)	5.4%	75.8%	1.2%	17.3%	438
9	Small Town Sincerity (12C)	3.7%	79.5%	1.8%	19.1%	207
10	Home Improvement (4B)	2.9%	82.4%	1.7%	20.8%	172
	Subtotal	**25.6%**		**8.1%**		
11	Social Security Set (9F)	2.8%	85.2%	0.8%	21.6%	333
12	Rustbelt Traditions (5D)	2.8%	87.9%	2.1%	23.8%	130
13	Old and Newcomers (8F)	2.2%	90.1%	2.3%	26.1%	96
14	City Commons (11E)	1.7%	91.8%	0.9%	26.9%	197
15	College Towns (14B)	1.4%	93.3%	0.9%	27.9%	152
	Subtotal	**10.9%**		**7.0%**		
16	Workday Drive (4A)	1.3%	94.6%	3.1%	31.0%	42
17	Young and Restless (11B)	1.3%	95.9%	1.8%	32.7%	74
18	Retirement Communities (9E)	1.2%	97.0%	1.2%	33.9%	98
19	Set to Impress (11D)	1.1%	98.1%	1.4%	35.3%	76
20	Exurbanites (1E)	0.9%	99.0%	1.9%	37.2%	47
	Subtotal	**5.8%**		**9.4%**		
	Total	**99.0%**		**37.2%**		**266**

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.
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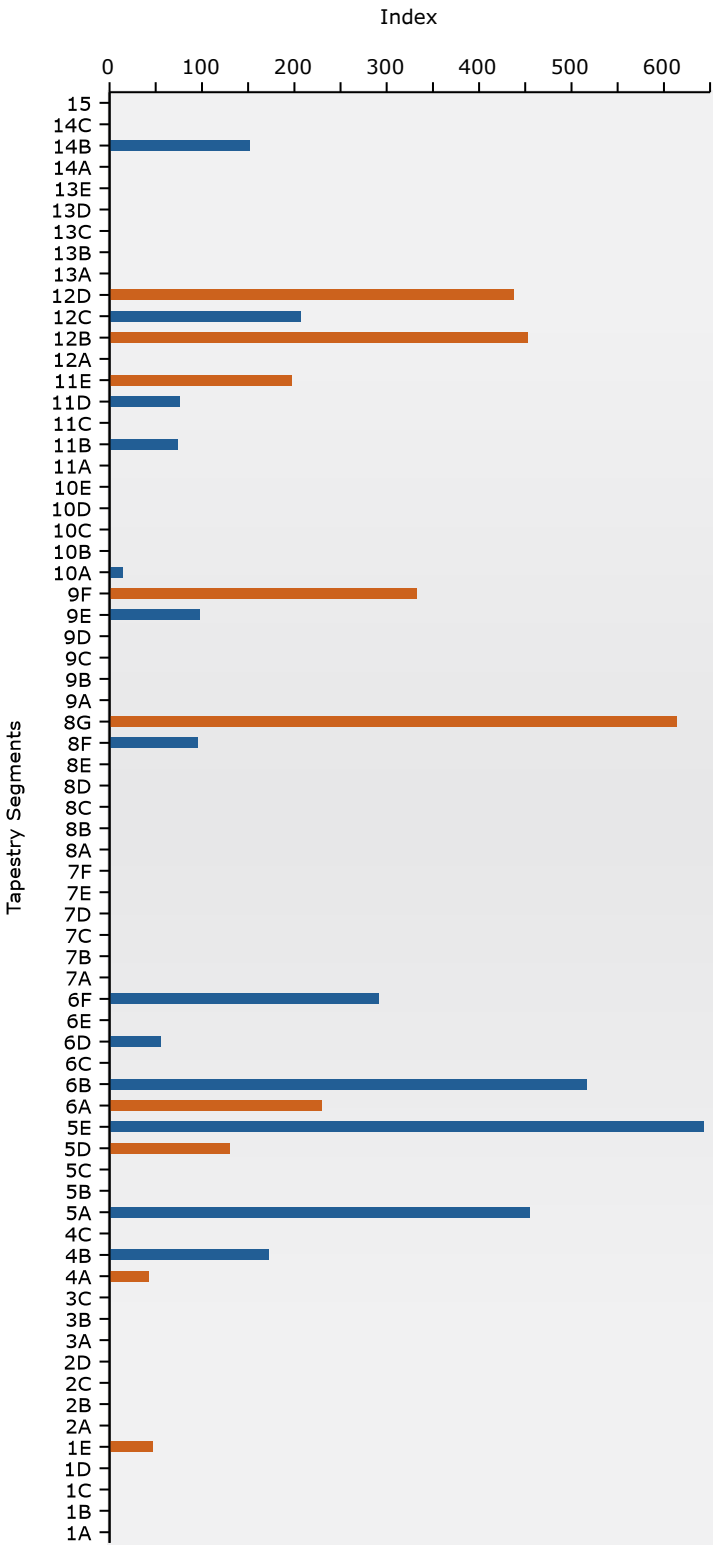
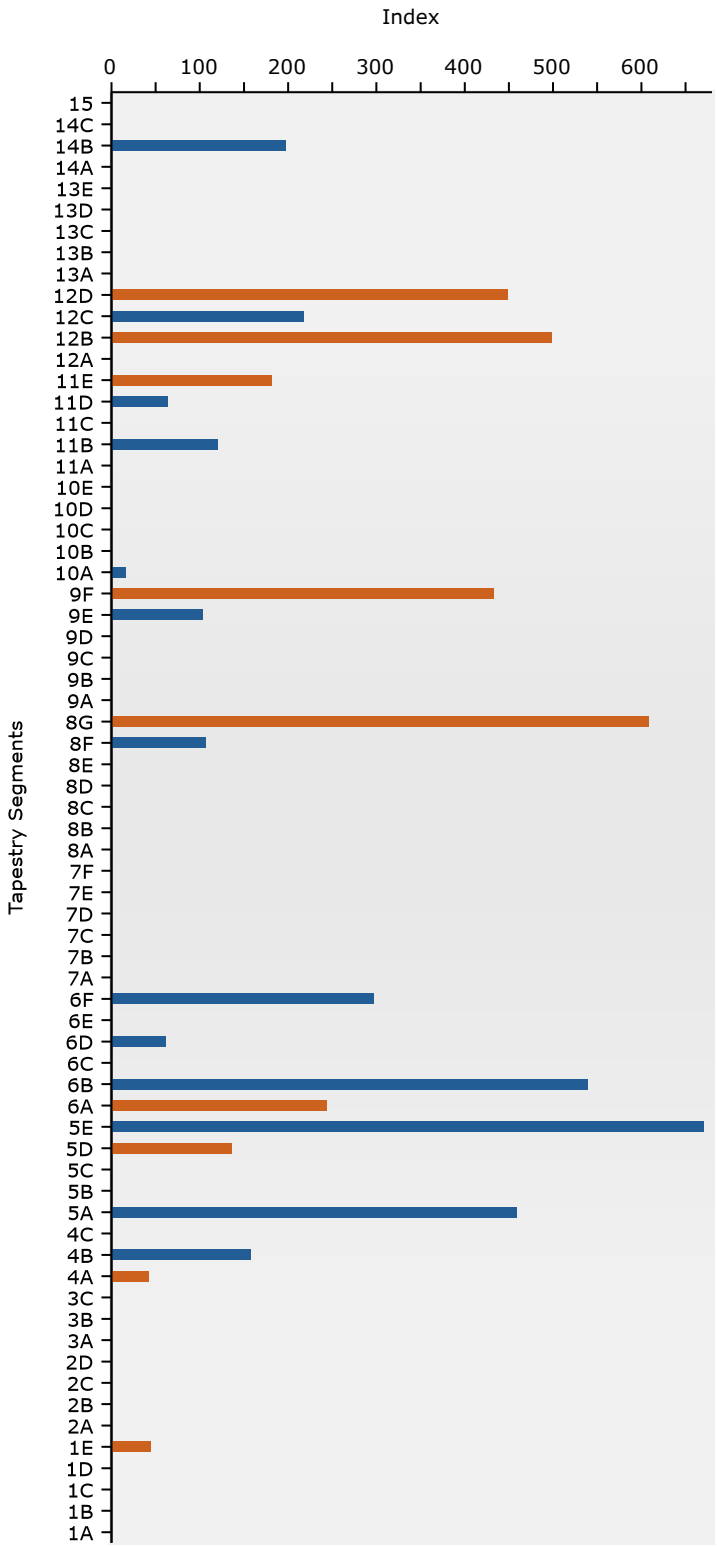
2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,720	100.0%		78,712	100.0%	
1. Affluent Estates	**394**	**0.9%**	**9**	**685**	**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)	394	0.9%	47	685	0.9%	45
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	**1,839**	**4.2%**	**53**	**3,363**	**4.3%**	**52**
Workday Drive (4A)	573	1.3%	42	1,128	1.4%	43
Home Improvement (4B)	1,266	2.9%	172	2,235	2.8%	158
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**12,799**	**29.3%**	**263**	**22,880**	**29.1%**	**272**
Comfortable Empty Nesters (5A)	4,809	11.0%	455	8,673	11.0%	459
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)	1,207	2.8%	130	2,142	2.7%	136
Midlife Constants (5E)	6,783	15.5%	643	12,065	15.3%	671
6. Cozy Country Living	**12,632**	**28.9%**	**245**	**23,235**	**29.5%**	**257**
Green Acres (6A)	3,317	7.6%	230	6,466	8.2%	244
Salt of the Earth (6B)	6,286	14.4%	517	11,595	14.7%	540
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	239	0.5%	56	456	0.6%	62
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,790	6.4%	292	4,718	6.0%	297
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	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,720	100.0%		78,712	100.0%	
8. Middle Ground	**4,085**	**9.3%**	**86**	**6,872**	**8.7%**	**86**
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)	958	2.2%	96	1,666	2.1%	107
Hometown Heritage (8G)	3,127	7.2%	614	5,206	6.6%	609
9. Senior Styles	**1,729**	**4.0%**	**68**	**3,216**	**4.1%**	**80**
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)	507	1.2%	98	841	1.1%	103
Social Security Set (9F)	1,222	2.8%	333	2,375	3.0%	433
10. Rustic Outposts	**201**	**0.5%**	**6**	**392**	**0.5%**	**6**
Southern Satellites (10A)	201	0.5%	15	392	0.5%	16
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	**1,780**	**4.1%**	**65**	**3,058**	**3.9%**	**70**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	573	1.3%	74	1,364	1.7%	120
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	460	1.1%	76	598	0.8%	64
City Commons (11E)	747	1.7%	197	1,096	1.4%	182
12. Hometown	**7,640**	**17.5%**	**297**	**13,477**	**17.1%**	**313**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,692	8.4%	453	6,730	8.6%	499
Small Town Sincerity (12C)	1,608	3.7%	207	2,747	3.5%	218
Modest Income Homes (12D)	2,340	5.4%	438	4,000	5.1%	449
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	**621**	**1.4%**	**90**	**1,534**	**1.9%**	**88**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	621	1.4%	152	1,534	1.9%	198
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	2024 Households			2024 Adult Population		
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Total:	43,720	100.0%		78,712	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	**3,547**	**8.1%**	**49**	**6,142**	**7.8%**	**44**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,207	2.8%	130	2,142	2.7%	136
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)	2,340	5.4%	438	4,000	5.1%	449
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	**11,907**	**27.2%**	**151**	**21,410**	**27.2%**	**163**
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)	958	2.2%	96	1,666	2.1%	107
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	43,720	100.0%		78,712	100.0%	
4. Suburban Periphery	**13,825**	**31.6%**	**98**	**24,786**	**31.5%**	**94**
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%	47	685	0.9%	45
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)	573	1.3%	42	1,128	1.4%	43
Home Improvement (4B)	1,266	2.9%	172	2,235	2.8%	158
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Midlife Constants (5E)	6,783	15.5%	643	12,065	15.3%	671
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	**4,398**	**10.1%**	**107**	**7,465**	**9.5%**	**104**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,790	6.4%	292	4,718	6.0%	297
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 Sincerity (12C)	1,608	3.7%	207	2,747	3.5%	218
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The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	239	0.5%	56	456	0.6%	62
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	201	0.5%	15	392	0.5%	16
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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