



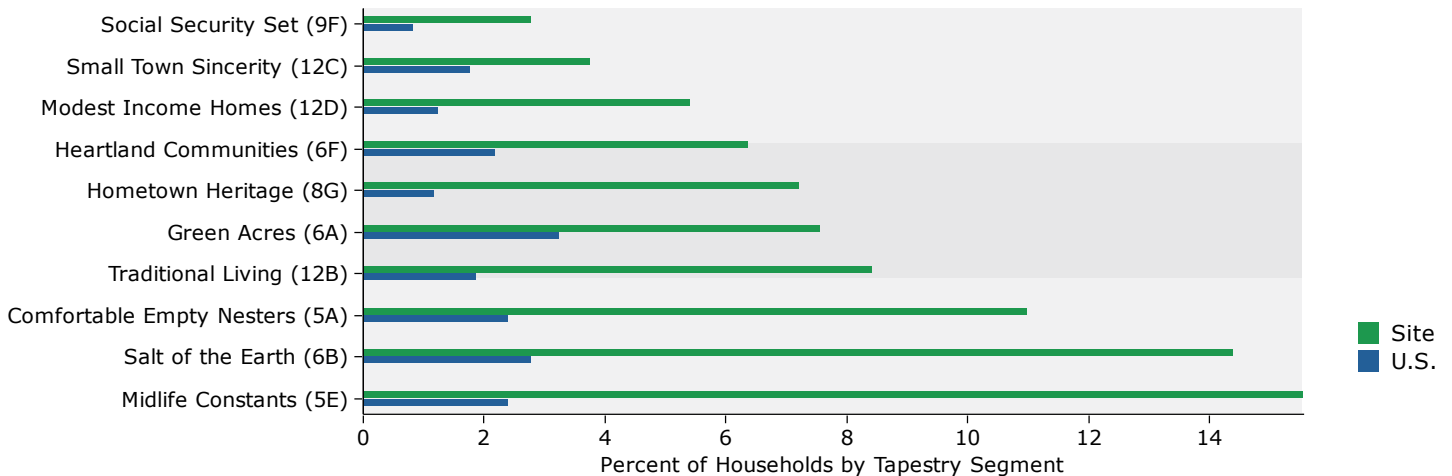
Dominant Tapestry Site Map

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

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.6%	15.6%	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%	454
4	Traditional Living (12B)	8.4%	49.4%	1.9%	9.5%	447
5	Green Acres (6A)	7.6%	56.9%	3.3%	12.8%	233
Subtotal		57.0%		12.8%		
6	Hometown Heritage (8G)	7.2%	64.1%	1.2%	13.9%	613
7	Heartland Communities (6F)	6.4%	70.5%	2.2%	16.1%	290
8	Modest Income Homes (12D)	5.4%	75.9%	1.2%	17.4%	437
9	Small Town Sincerity (12C)	3.8%	79.7%	1.8%	19.2%	210
10	Social Security Set (9F)	2.8%	82.5%	0.8%	20.0%	335
Subtotal		25.6%		7.2%		
11	Home Improvement (4B)	2.8%	85.3%	1.7%	21.7%	165
12	Rustbelt Traditions (5D)	2.7%	88.0%	2.1%	23.8%	127
13	Old and Newcomers (8F)	2.2%	90.2%	2.3%	26.1%	96
14	City Commons (11E)	1.8%	92.0%	0.9%	27.0%	201
15	College Towns (14B)	1.4%	93.4%	1.0%	28.0%	146
Subtotal		10.9%		8.0%		
16	Workday Drive (4A)	1.3%	94.7%	3.1%	31.0%	43
17	Young and Restless (11B)	1.2%	95.9%	1.8%	32.8%	70
18	Retirement Communities (9E)	1.1%	97.0%	1.2%	34.0%	93
19	Set to Impress (11D)	1.0%	98.1%	1.4%	35.4%	75
20	Exurbanites (1E)	0.9%	99.0%	1.9%	37.3%	47
Subtotal		5.5%		9.4%		
Total		99.0%		37.3%		266

Top Ten Tapestry Segments Site vs. U.S.



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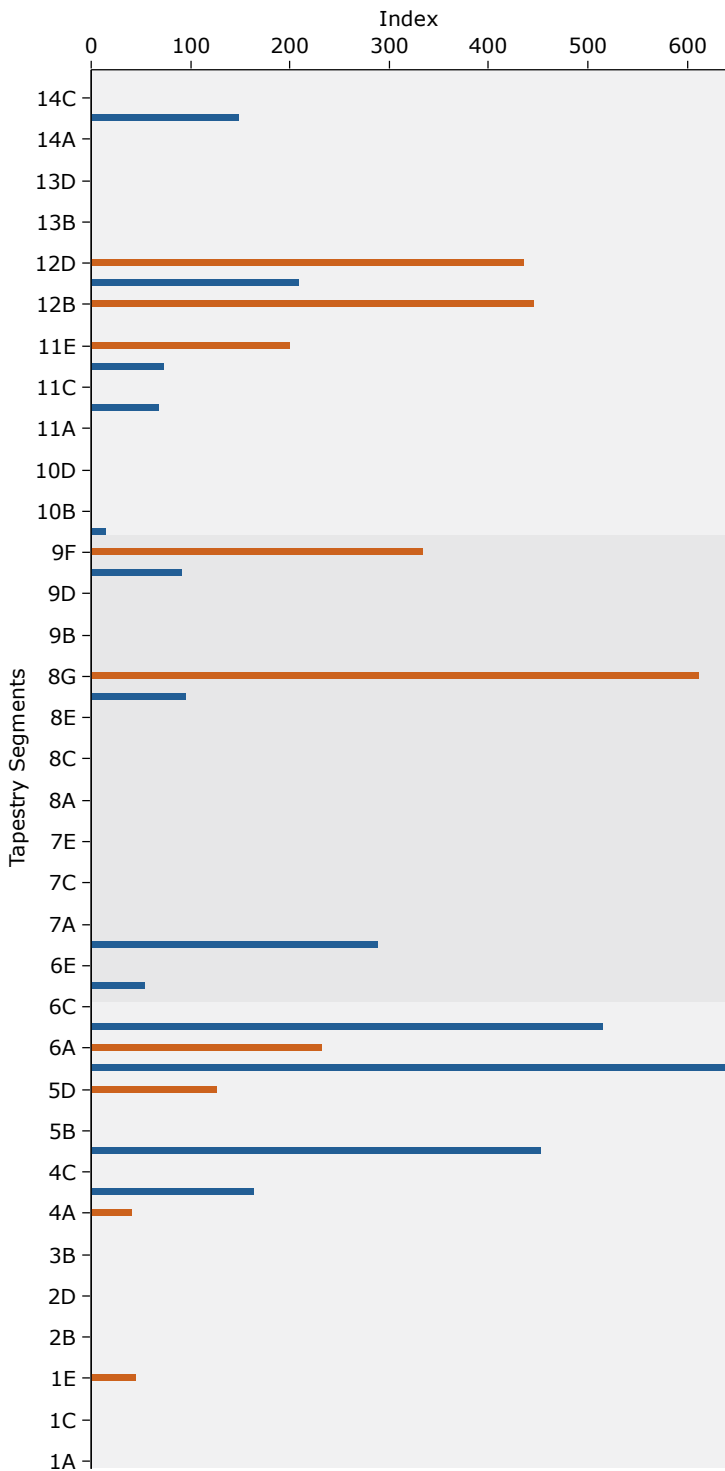
Source: Esri



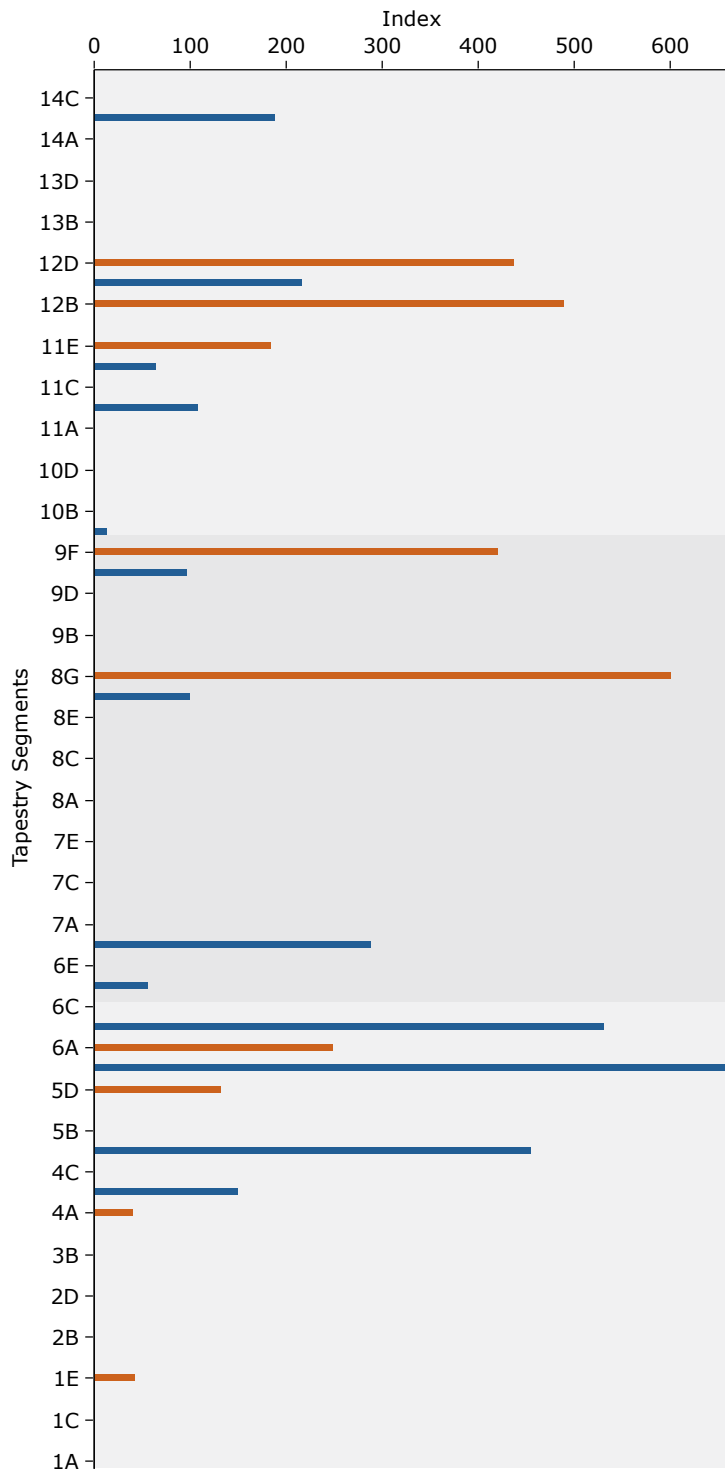
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2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



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Dominant Tapestry Site Map

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Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,935	100.0%		81,220	100.0%	
1. Affluent Estates	394	0.9%	9	709	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	709	0.9%	44
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	1,801	4.1%	53	3,344	4.1%	51
Workday Drive (4A)	574	1.3%	43	1,115	1.4%	42
Home Improvement (4B)	1,227	2.8%	165	2,229	2.7%	151
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	12,860	29.3%	262	23,846	29.4%	271
Comfortable Empty Nesters (5A)	4,824	11.0%	454	9,056	11.1%	456
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)	1,201	2.7%	127	2,183	2.7%	133
Midlife Constants (5E)	6,835	15.6%	643	12,607	15.5%	666
6. Cozy Country Living	12,692	28.9%	246	24,232	29.8%	256
Green Acres (6A)	3,329	7.6%	233	6,832	8.4%	249
Salt of the Earth (6B)	6,322	14.4%	517	12,075	14.9%	533
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	241	0.5%	56	459	0.6%	58
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,800	6.4%	290	4,866	6.0%	290
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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Dominant Tapestry Site Map

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Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,935	100.0%		81,220	100.0%	
8. Middle Ground	4,135	9.4%	86	6,967	8.6%	84
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)	966	2.2%	96	1,636	2.0%	101
Hometown Heritage (8G)	3,169	7.2%	613	5,331	6.6%	602
9. Senior Styles	1,718	3.9%	68	3,247	4.0%	77
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)	487	1.1%	93	835	1.0%	97
Social Security Set (9F)	1,231	2.8%	335	2,412	3.0%	422
10. Rustic Outposts	203	0.5%	6	385	0.5%	6
Southern Satellites (10A)	203	0.5%	15	385	0.5%	15
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	1,775	4.0%	64	3,038	3.7%	68
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	542	1.2%	70	1,274	1.6%	110
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	459	1.0%	75	625	0.8%	66
City Commons (11E)	774	1.8%	201	1,139	1.4%	186
12. Hometown	7,741	17.6%	296	13,903	17.1%	308
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,704	8.4%	447	6,924	8.5%	491
Small Town Sincerity (12C)	1,653	3.8%	210	2,882	3.5%	217
Modest Income Homes (12D)	2,384	5.4%	437	4,097	5.0%	439
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	616	1.4%	89	1,549	1.9%	85
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	616	1.4%	150	1,549	1.9%	190
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	2022 Households			2022 Adult Population		
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Total:	43,935	100.0%		81,220	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	3,585	8.2%	33	6,280	7.7%	44
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,201	2.7%	127	2,183	2.7%	133
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)	2,384	5.4%	437	4,097	5.0%	439
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	11,948	27.2%	150	21,725	26.7%	159
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)	966	2.2%	96	1,636	2.0%	101
Hometown Heritage (8G)	3,169	7.2%	613	5,331	6.6%	602
Retirement Communities (9E)	487	1.1%	93	835	1.0%	97
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Total:	43,935	100.0%		81,220	100.0%	
4. Suburban Periphery	13,854	31.5%	99	25,716	31.7%	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)	394	0.9%	47	709	0.9%	44
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)	574	1.3%	43	1,115	1.4%	42
Home Improvement (4B)	1,227	2.8%	165	2,229	2.7%	151
Comfortable Empty Nesters (5A)	4,824	11.0%	454	9,056	11.1%	456
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,835	15.6%	643	12,607	15.5%	666
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	4,453	10.1%	109	7,748	9.5%	105
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,800	6.4%	290	4,866	6.0%	290
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)	1,653	3.8%	210	2,882	3.5%	217
6. Rural	10,095	23.0%	141	19,751	24.3%	149
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Salt of the Earth (6B)	6,322	14.4%	517	12,075	14.9%	533
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	241	0.5%	56	459	0.6%	58
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	203	0.5%	15	385	0.5%	15
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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