



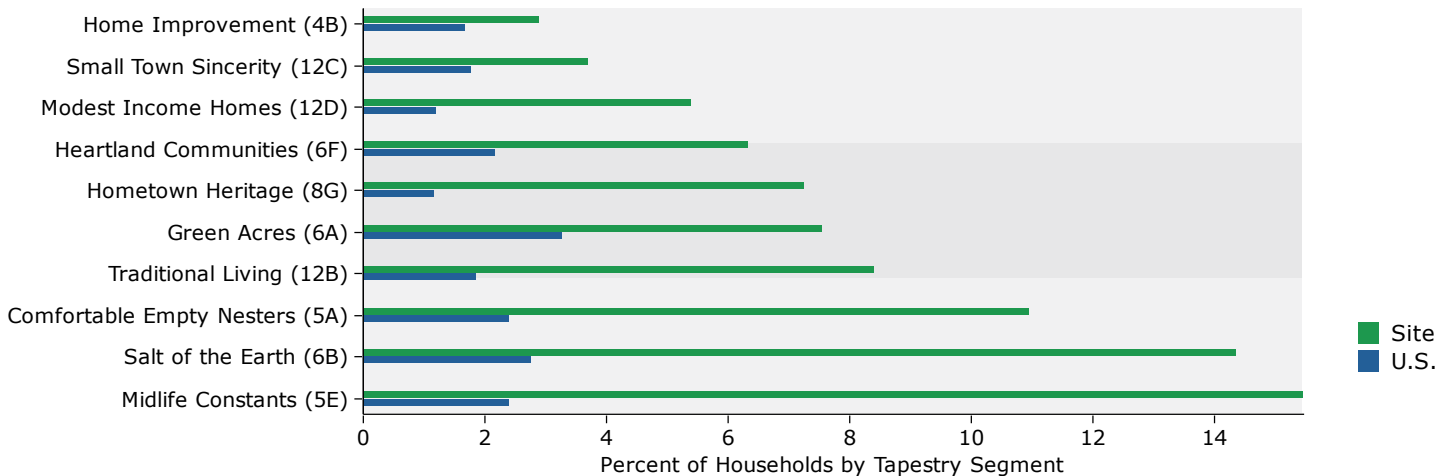
# Dominant Tapestry Site Map

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

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.5%	15.5%	2.4%	2.4%	641
2	Salt of the Earth (6B)	14.4%	29.9%	2.8%	5.2%	517
3	Comfortable Empty Nesters (5A)	11.0%	40.8%	2.4%	7.6%	454
4	Traditional Living (12B)	8.4%	49.2%	1.9%	9.5%	449
5	Green Acres (6A)	7.6%	56.8%	3.3%	12.8%	231
<b>Subtotal</b>		<b>56.9%</b>		<b>12.8%</b>		
6	Hometown Heritage (8G)	7.3%	64.1%	1.2%	13.9%	620
7	Heartland Communities (6F)	6.3%	70.4%	2.2%	16.1%	289
8	Modest Income Homes (12D)	5.4%	75.8%	1.2%	17.4%	440
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
<b>Subtotal</b>		<b>25.6%</b>		<b>8.1%</b>		
11	Social Security Set (9F)	2.8%	85.2%	0.8%	21.7%	335
12	Rustbelt Traditions (5D)	2.7%	88.0%	2.1%	23.8%	129
13	Old and Newcomers (8F)	2.2%	90.2%	2.3%	26.1%	96
14	City Commons (11E)	1.8%	91.9%	0.9%	27.0%	202
15	College Towns (14B)	1.4%	93.3%	0.9%	27.9%	152
<b>Subtotal</b>		<b>10.9%</b>		<b>7.0%</b>		
16	Young and Restless (11B)	1.3%	94.7%	1.8%	29.7%	74
17	Workday Drive (4A)	1.3%	96.0%	3.1%	32.7%	42
18	Retirement Communities (9E)	1.1%	97.0%	1.2%	33.9%	91
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
<b>Subtotal</b>		<b>5.7%</b>		<b>9.4%</b>		
<b>Total</b>		<b>99.0%</b>		<b>37.2%</b>		<b>266</b>

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

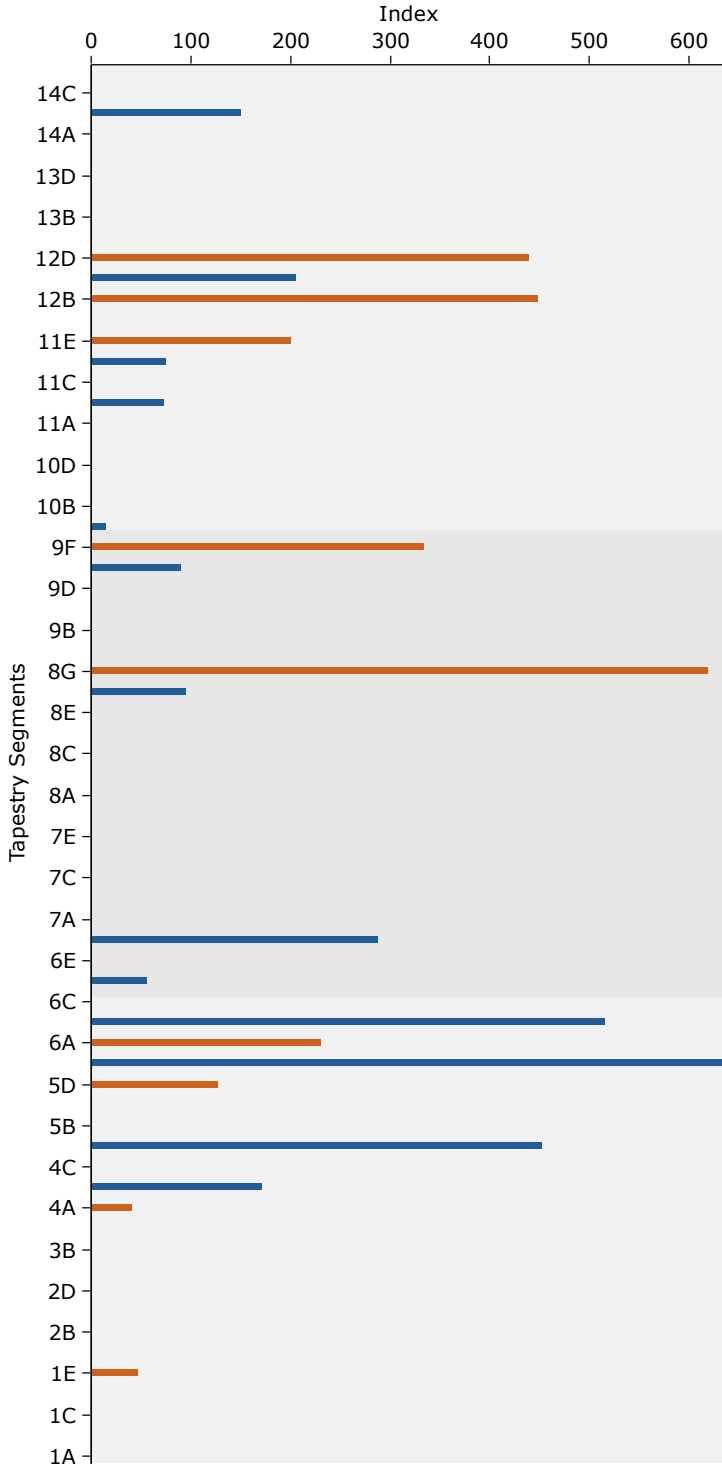


**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

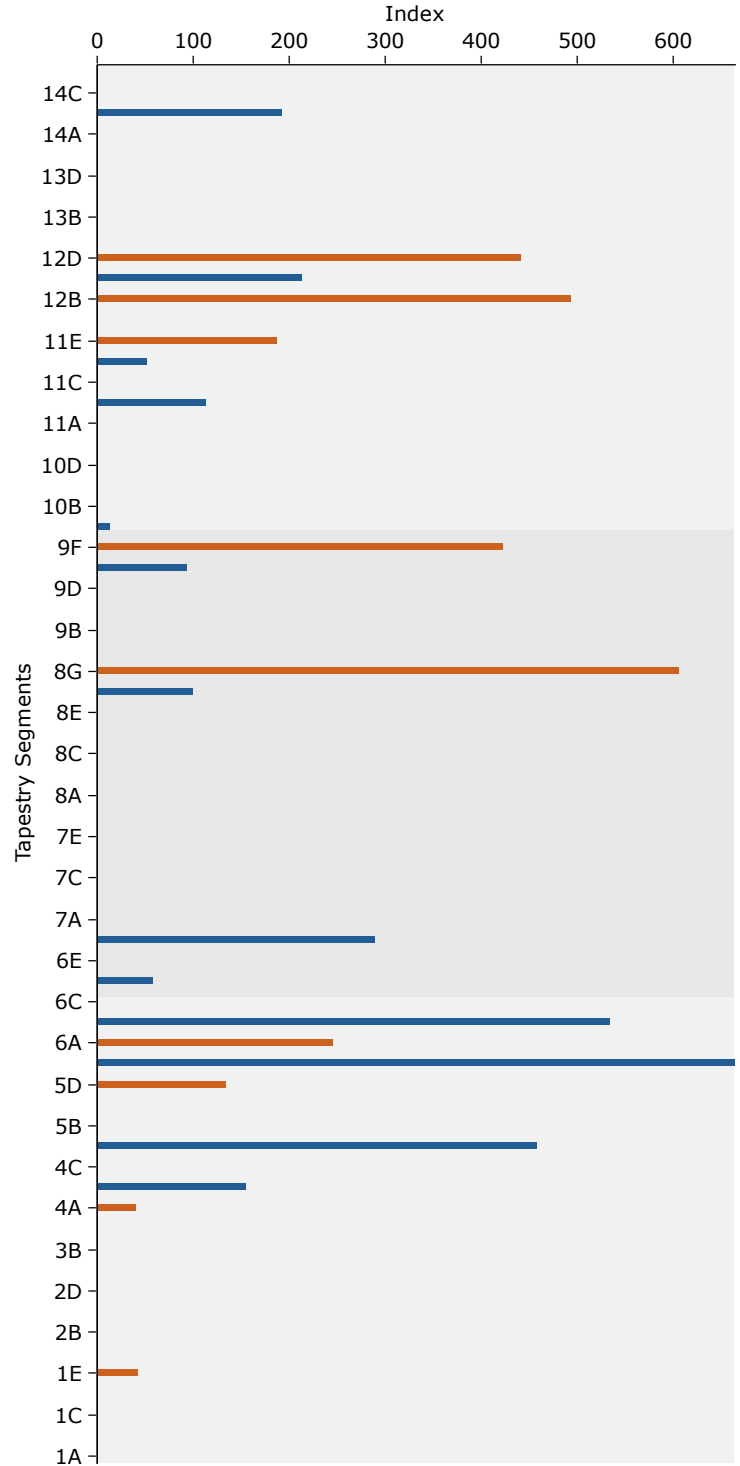
**Source:** Esri

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### 2023 Tapestry Indexes by Households



### 2023 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,012	100.0%		80,830	100.0%	
<b>1. Affluent Estates</b>	<b>395</b>	<b>0.9%</b>	<b>9</b>	<b>697</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)	395	0.9%	47	697	0.9%	44
<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>1,851</b>	<b>4.2%</b>	<b>54</b>	<b>3,372</b>	<b>4.2%</b>	<b>51</b>
Workday Drive (4A)	575	1.3%	42	1,092	1.4%	41
Home Improvement (4B)	1,276	2.9%	172	2,280	2.8%	156
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>12,843</b>	<b>29.2%</b>	<b>262</b>	<b>23,736</b>	<b>29.4%</b>	<b>271</b>
Comfortable Empty Nesters (5A)	4,823	11.0%	454	9,028	11.2%	458
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)	1,210	2.7%	129	2,196	2.7%	134
Midlife Constants (5E)	6,810	15.5%	641	12,512	15.5%	665
<b>6. Cozy Country Living</b>	<b>12,694</b>	<b>28.8%</b>	<b>245</b>	<b>24,129</b>	<b>29.9%</b>	<b>256</b>
Green Acres (6A)	3,331	7.6%	231	6,800	8.4%	247
Salt of the Earth (6B)	6,329	14.4%	517	12,034	14.9%	535
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	241	0.5%	56	458	0.6%	59
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,793	6.3%	289	4,837	6.0%	290
<b>7. Sprouting Explorers</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
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,012	100.0%		80,830	100.0%	
<b>8. Middle Ground</b>	<b>4,156</b>	<b>9.4%</b>	<b>87</b>	<b>6,943</b>	<b>8.6%</b>	<b>85</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)	963	2.2%	96	1,627	2.0%	101
Hometown Heritage (8G)	3,193	7.3%	620	5,316	6.6%	606
<b>9. Senior Styles</b>	<b>1,714</b>	<b>3.9%</b>	<b>67</b>	<b>3,227</b>	<b>4.0%</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)	474	1.1%	91	811	1.0%	95
Social Security Set (9F)	1,240	2.8%	335	2,416	3.0%	424
<b>10. Rustic Outposts</b>	<b>202</b>	<b>0.5%</b>	<b>6</b>	<b>384</b>	<b>0.5%</b>	<b>6</b>
Southern Satellites (10A)	202	0.5%	15	384	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
<b>11. Midtown Singles</b>	<b>1,819</b>	<b>4.1%</b>	<b>66</b>	<b>2,964</b>	<b>3.7%</b>	<b>67</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	579	1.3%	74	1,329	1.6%	115
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	465	1.1%	76	501	0.6%	53
City Commons (11E)	775	1.8%	202	1,134	1.4%	188
<b>12. Hometown</b>	<b>7,714</b>	<b>17.5%</b>	<b>297</b>	<b>13,819</b>	<b>17.1%</b>	<b>310</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,707	8.4%	449	6,907	8.5%	494
Small Town Sincerity (12C)	1,627	3.7%	207	2,834	3.5%	215
Modest Income Homes (12D)	2,380	5.4%	440	4,078	5.0%	443
<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>
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
<b>14. Scholars and Patriots</b>	<b>624</b>	<b>1.4%</b>	<b>90</b>	<b>1,559</b>	<b>1.9%</b>	<b>86</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	624	1.4%	152	1,559	1.9%	193
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>	44,012	100.0%		80,830	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>3,590</b>	<b>8.2%</b>	<b>49</b>	<b>6,274</b>	<b>7.8%</b>	<b>45</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,210	2.7%	129	2,196	2.7%	134
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)	2,380	5.4%	440	4,078	5.0%	443
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>12,020</b>	<b>27.3%</b>	<b>151</b>	<b>21,600</b>	<b>26.7%</b>	<b>159</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)	963	2.2%	96	1,627	2.0%	101
Hometown Heritage (8G)	3,193	7.3%	620	5,316	6.6%	606
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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>13,879</b>	<b>31.5%</b>	<b>98</b>	<b>25,609</b>	<b>31.7%</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)	395	0.9%	47	697	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)	575	1.3%	42	1,092	1.4%	41
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Midlife Constants (5E)	6,810	15.5%	641	12,512	15.5%	665
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>4,420</b>	<b>10.0%</b>	<b>107</b>	<b>7,671</b>	<b>9.5%</b>	<b>104</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,793	6.3%	289	4,837	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)	1,627	3.7%	207	2,834	3.5%	215
<b>6. Rural</b>	<b>10,103</b>	<b>23.0%</b>	<b>141</b>	<b>19,676</b>	<b>24.3%</b>	<b>149</b>
Green Acres (6A)	3,331	7.6%	231	6,800	8.4%	247
Salt of the Earth (6B)	6,329	14.4%	517	12,034	14.9%	535
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	241	0.5%	56	458	0.6%	59
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	202	0.5%	15	384	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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