



Tapestry Segmentation Area Profile

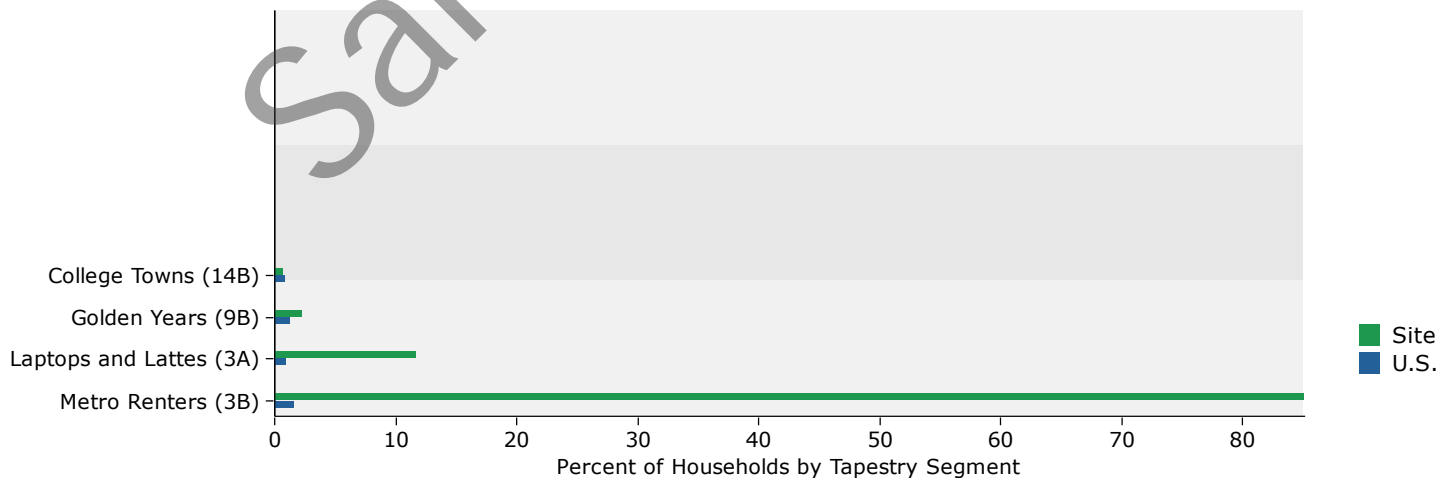
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	85.1%	85.1%	1.6%	1.6%	5169
2	Laptops and Lattes (3A)	11.8%	96.9%	1.1%	2.7%	1,094
3	Golden Years (9B)	2.3%	99.2%	1.3%	4.0%	170
4	College Towns (14B)	0.8%	100.0%	1.0%	5.0%	82
Subtotal		100.0%		5.0%		
Total		100.0%		5.0%		1991

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

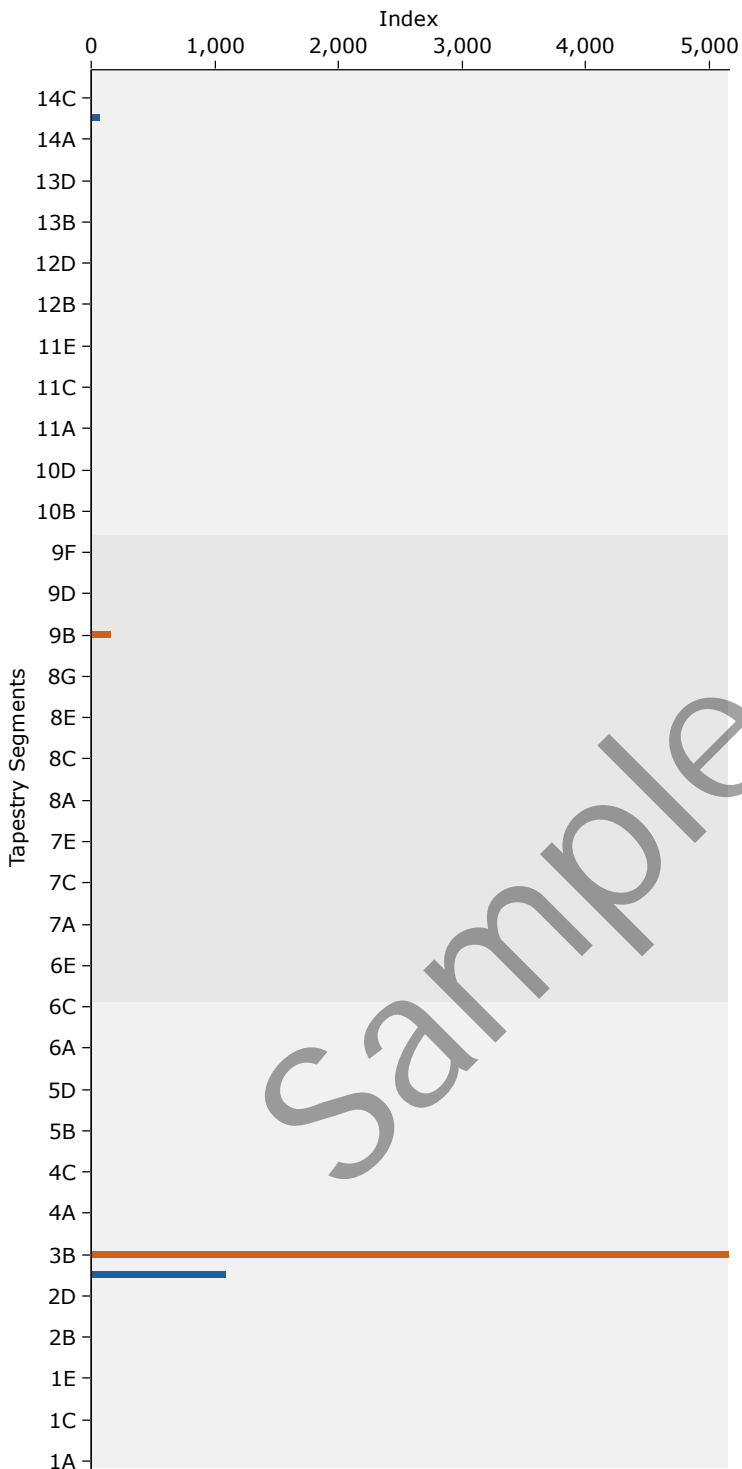


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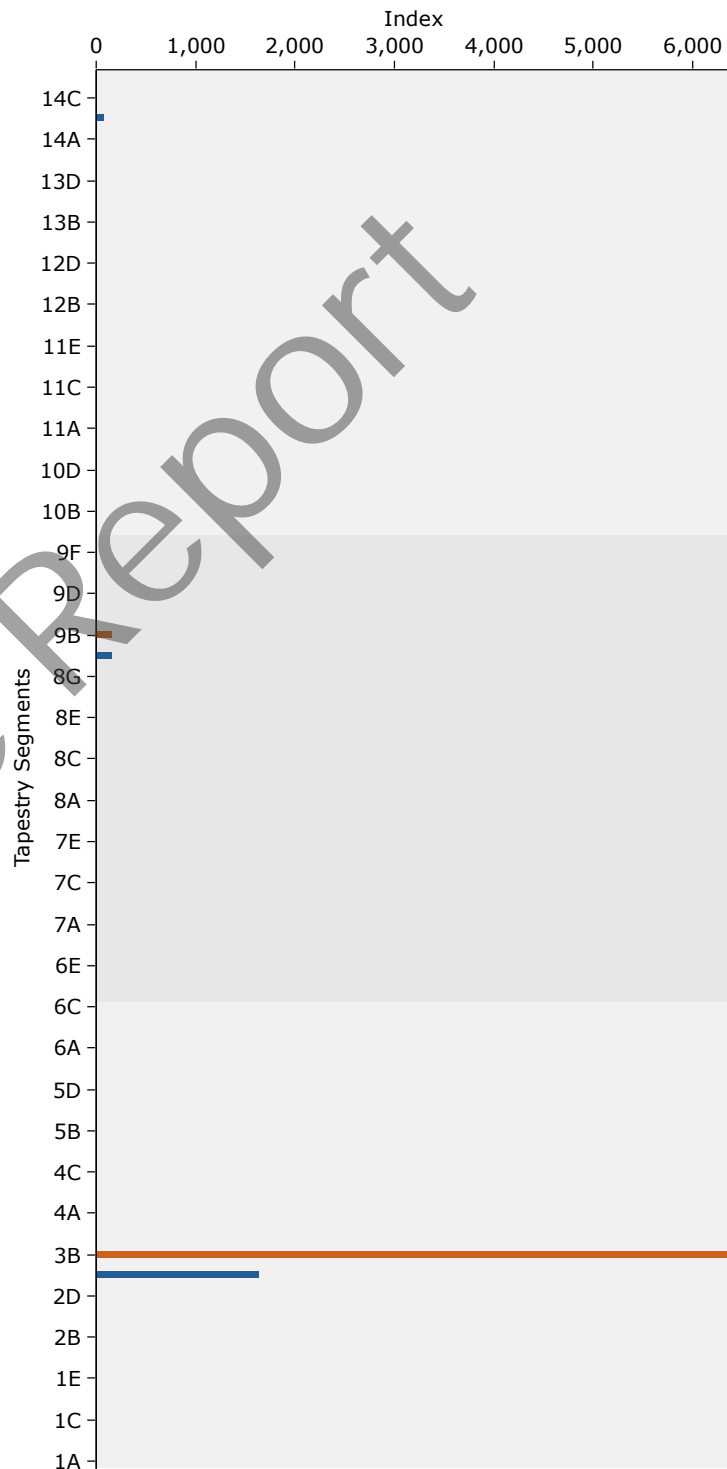
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,440	100.0%		61,983	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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	37,261	96.9%	2532	60,166	97.1%	3077
Laptops and Lattes (3A)	4,533	11.8%	1,094	9,013	14.5%	1,646
Metro Renters (3B)	32,728	85.1%	5,169	51,153	82.5%	6,423
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	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
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	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,440	100.0%		61,983	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	879	2.3%	39	1,201	1.9%	38
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	879	2.3%	170	1,201	1.9%	163
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
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
14. Scholars and Patriots	300	0.8%	48	616	1.0%	43
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	300	0.8%	82	616	1.0%	96
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 Segmentation Area Profile

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,440	100.0%		61,983	100.0%	
1. Principal Urban Center	37,261	96.9%	1347	60,166	97.1%	1430
Laptops and Lattes (3A)	4,533	11.8%	1,094	9,013	14.5%	1,646
Metro Renters (3B)	32,728	85.1%	5,169	51,153	82.5%	6,423
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	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	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
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)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	300	0.8%	4	616	1.0%	6
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	300	0.8%	82	616	1.0%	96
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	38,440	100.0%		61,983	100.0%	
4. Suburban Periphery	879	2.3%	7	1,201	1.9%	6
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)	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
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
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)	879	2.3%	170	1,201	1.9%	163
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	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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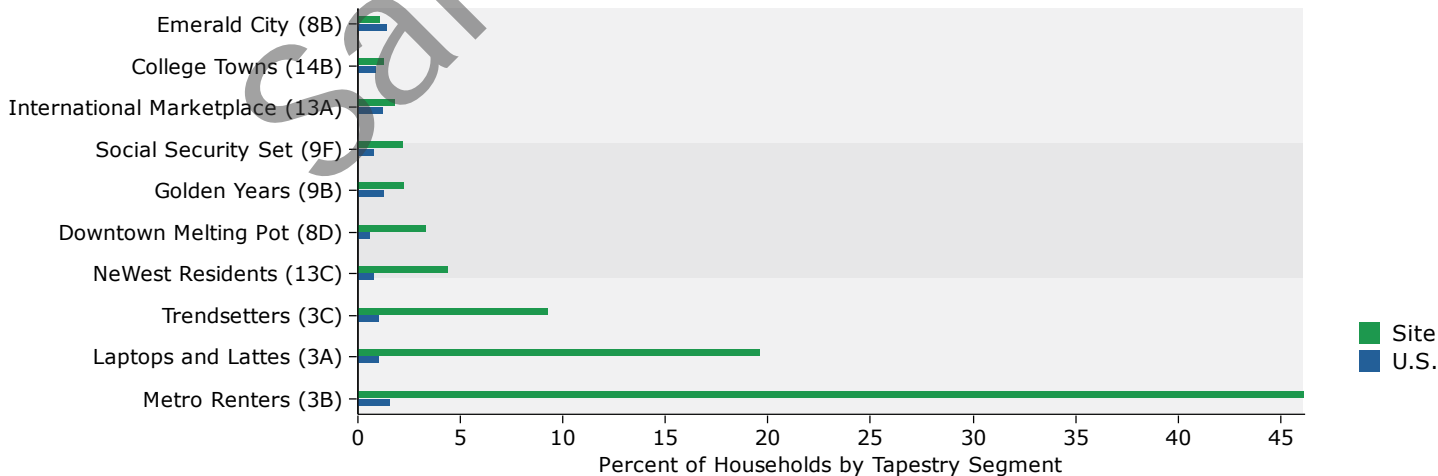
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	46.2%	46.2%	1.6%	1.6%	2805
2	Laptops and Lattes (3A)	19.6%	65.8%	1.1%	2.7%	1,822
3	Trendsetters (3C)	9.3%	75.1%	1.1%	3.8%	867
4	NeWest Residents (13C)	4.4%	79.5%	0.8%	4.6%	567
5	Downtown Melting Pot (8D)	3.4%	82.9%	0.7%	5.3%	513
	Subtotal	82.9%		5.3%		
6	Golden Years (9B)	2.3%	85.2%	1.3%	6.6%	173
7	Social Security Set (9F)	2.3%	87.5%	0.8%	7.4%	278
8	International Marketplace (13A)	1.8%	89.3%	1.2%	8.6%	150
9	College Towns (14B)	1.3%	90.6%	1.0%	9.6%	139
10	Emerald City (8B)	1.1%	91.7%	1.4%	11.0%	80
	Subtotal	8.8%		5.7%		
11	City Commons (11E)	1.1%	92.8%	0.9%	11.9%	126
12	Urban Chic (2A)	1.1%	93.9%	1.3%	13.2%	81
13	City Strivers (11A)	1.0%	94.9%	0.8%	14.0%	135
14	High Rise Renters (13E)	0.9%	95.8%	0.5%	14.5%	175
15	Set to Impress (11D)	0.8%	96.6%	1.4%	15.9%	55
	Subtotal	4.9%		4.9%		
16	Enterprising Professionals (2D)	0.6%	97.2%	1.4%	17.3%	42
17	In Style (5B)	0.5%	97.7%	2.2%	19.5%	21
18	Silver & Gold (9A)	0.5%	98.2%	0.8%	20.3%	62
19	Bright Young Professionals (8C)	0.5%	98.7%	2.2%	22.5%	21
20	Old and Newcomers (8F)	0.4%	99.1%	2.3%	24.8%	17
	Subtotal	2.5%		8.9%		
	Total	99.2%		24.9%		399

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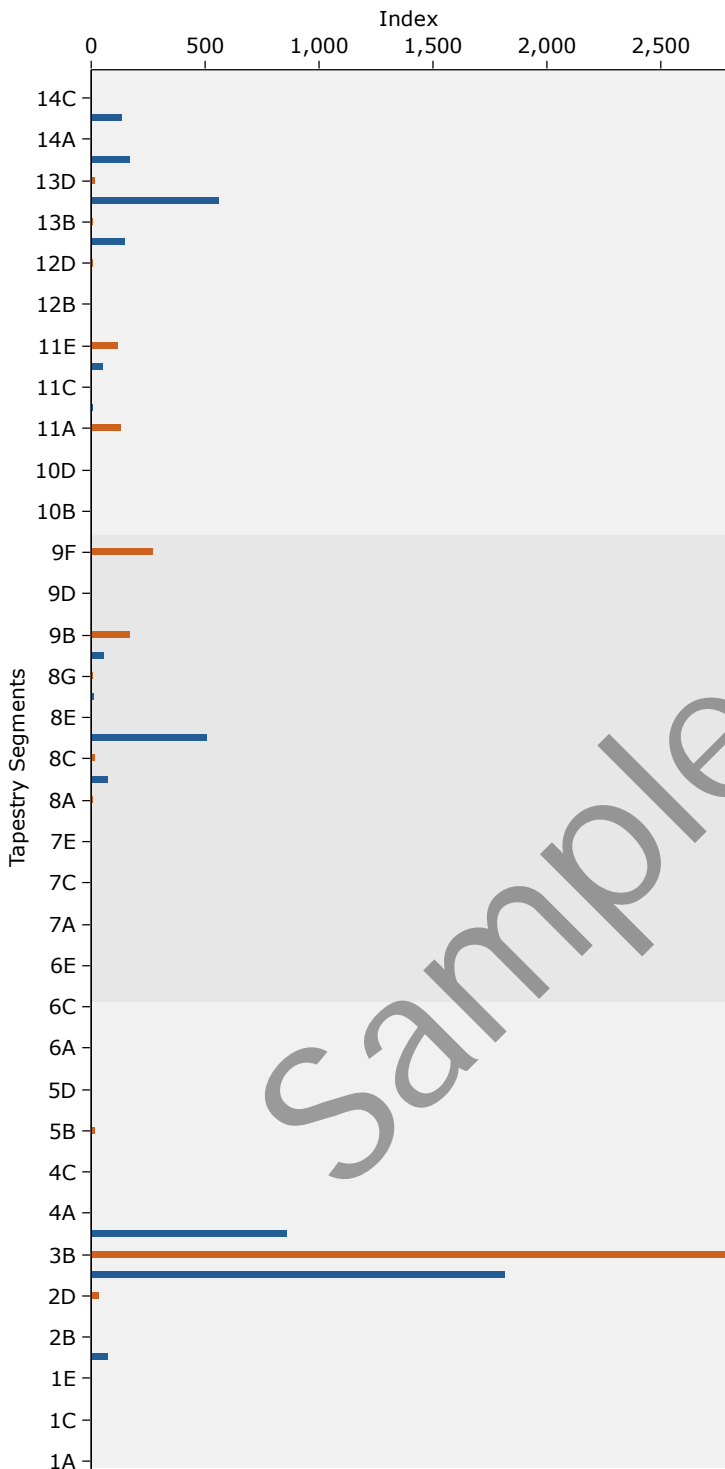


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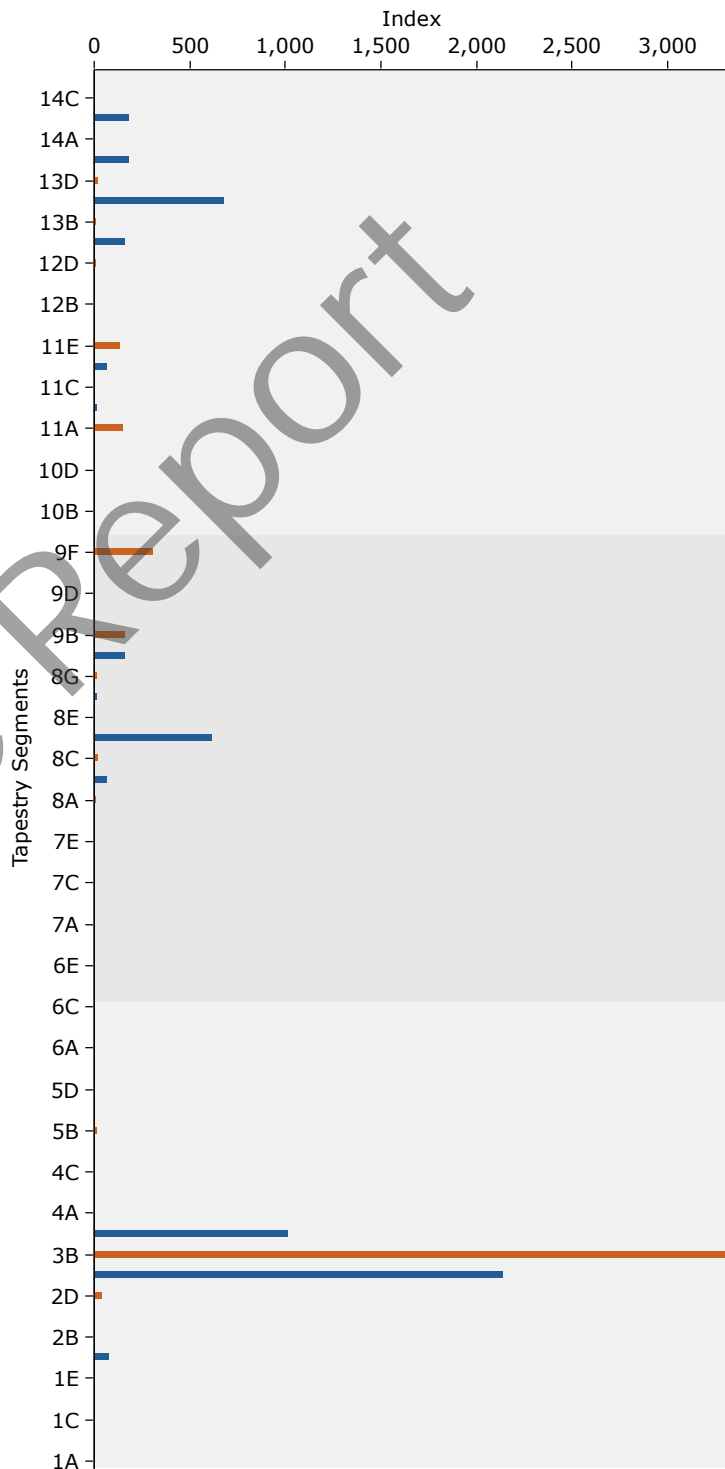
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2018 Tapestry Indexes by Total Population 18+



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	Number	Percent	Index	Number	Percent	Index
Total:	194,611	100.0%		325,040	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	3,267	1.7%	29	5,294	1.6%	27
Urban Chic (2A)	2,087	1.1%	81	3,378	1.0%	83
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,180	0.6%	42	1,916	0.6%	44
3. Uptown Individuals	146,269	75.2%	1963	232,753	71.6%	2270
Laptops and Lattes (3A)	38,236	19.6%	1,822	61,509	18.9%	2,142
Metro Renters (3B)	89,911	46.2%	2,805	139,636	43.0%	3,343
Trendsetters (3C)	18,122	9.3%	867	31,608	9.7%	1,016
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	937	0.5%	4	1,211	0.4%	3
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	937	0.5%	21	1,211	0.4%	18
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	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
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

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



Tapestry Segmentation Area Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	194,611	100.0%		325,040	100.0%	
8. Middle Ground	11,111	5.7%	52	22,063	6.8%	66
City Lights (8A)	358	0.2%	13	778	0.2%	16
Emerald City (8B)	2,223	1.1%	80	2,848	0.9%	71
Bright Young Professionals (8C)	922	0.5%	21	1,744	0.5%	27
Downtown Melting Pot (8D)	6,522	3.4%	513	14,928	4.6%	620
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	780	0.4%	17	1,137	0.3%	18
Hardscrabble Road (8G)	306	0.2%	13	628	0.2%	17
9. Senior Styles	9,873	5.1%	87	14,754	4.5%	90
Silver & Gold (9A)	926	0.5%	62	1,480	0.5%	65
Golden Years (9B)	4,523	2.3%	173	6,367	2.0%	165
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,424	2.3%	278	6,907	2.1%	318
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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
11. Midtown Singles	6,151	3.2%	51	11,482	3.5%	64
City Strivers (11A)	2,033	1.0%	135	4,056	1.2%	156
Young and Restless (11B)	459	0.2%	14	882	0.3%	19
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,492	0.8%	55	2,915	0.9%	76
City Commons (11E)	2,167	1.1%	126	3,629	1.1%	141
12. Hometown	71	0.0%	1	225	0.1%	1
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	71	0.0%	3	225	0.1%	6
13. Next Wave	14,356	7.4%	189	30,927	9.5%	212
International Marketplace (13A)	3,589	1.8%	150	7,620	2.3%	170
Las Casas (13B)	142	0.1%	10	353	0.1%	11
NeWest Residents (13C)	8,621	4.4%	567	19,266	5.9%	684
Fresh Ambitions (13D)	312	0.2%	25	604	0.2%	27
High Rise Renters (13E)	1,692	0.9%	175	3,084	0.9%	186
14. Scholars and Patriots	2,576	1.3%	81	6,331	1.9%	84
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,576	1.3%	139	6,331	1.9%	188
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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Source: Esri



Tapestry Segmentation Area Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	194,611	100.0%		325,040	100.0%	
1. Principal Urban Center	165,449	85.0%	1181	274,691	84.5%	1245
Laptops and Lattes (3A)	38,236	19.6%	1,822	61,509	18.9%	2,142
Metro Renters (3B)	89,911	46.2%	2,805	139,636	43.0%	3,343
Trendsetters (3C)	18,122	9.3%	867	31,608	9.7%	1,016
Downtown Melting Pot (8D)	6,522	3.4%	513	14,928	4.6%	620
City Strivers (11A)	2,033	1.0%	135	4,056	1.2%	156
NeWest Residents (13C)	8,621	4.4%	567	19,266	5.9%	684
Fresh Ambitions (13D)	312	0.2%	25	604	0.2%	27
High Rise Renters (13E)	1,692	0.9%	175	3,084	0.9%	186
2. Urban Periphery	5,082	2.6%	15	10,720	3.3%	18
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	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
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	358	0.2%	13	778	0.2%	16
Bright Young Professionals (8C)	922	0.5%	21	1,744	0.5%	27
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)	71	0.0%	3	225	0.1%	6
International Marketplace (13A)	3,589	1.8%	150	7,620	2.3%	170
Las Casas (13B)	142	0.1%	10	353	0.1%	11
3. Metro Cities	15,364	7.9%	43	26,488	8.1%	48
In Style (5B)	937	0.5%	21	1,211	0.4%	18
Emerald City (8B)	2,223	1.1%	80	2,848	0.9%	71
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	780	0.4%	17	1,137	0.3%	18
Hardscrabble Road (8G)	306	0.2%	13	628	0.2%	17
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,424	2.3%	278	6,907	2.1%	318
Young and Restless (11B)	459	0.2%	14	882	0.3%	19
Set to Impress (11D)	1,492	0.8%	55	2,915	0.9%	76
City Commons (11E)	2,167	1.1%	126	3,629	1.1%	141
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,576	1.3%	139	6,331	1.9%	188
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	194,611	100.0%		325,040	100.0%	
4. Suburban Periphery	8,716	4.5%	14	13,141	4.0%	12
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)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	2,087	1.1%	81	3,378	1.0%	83
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,180	0.6%	42	1,916	0.6%	44
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	926	0.5%	62	1,480	0.5%	65
Golden Years (9B)	4,523	2.3%	173	6,367	2.0%	165
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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

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



Tapestry Segmentation Area Profile

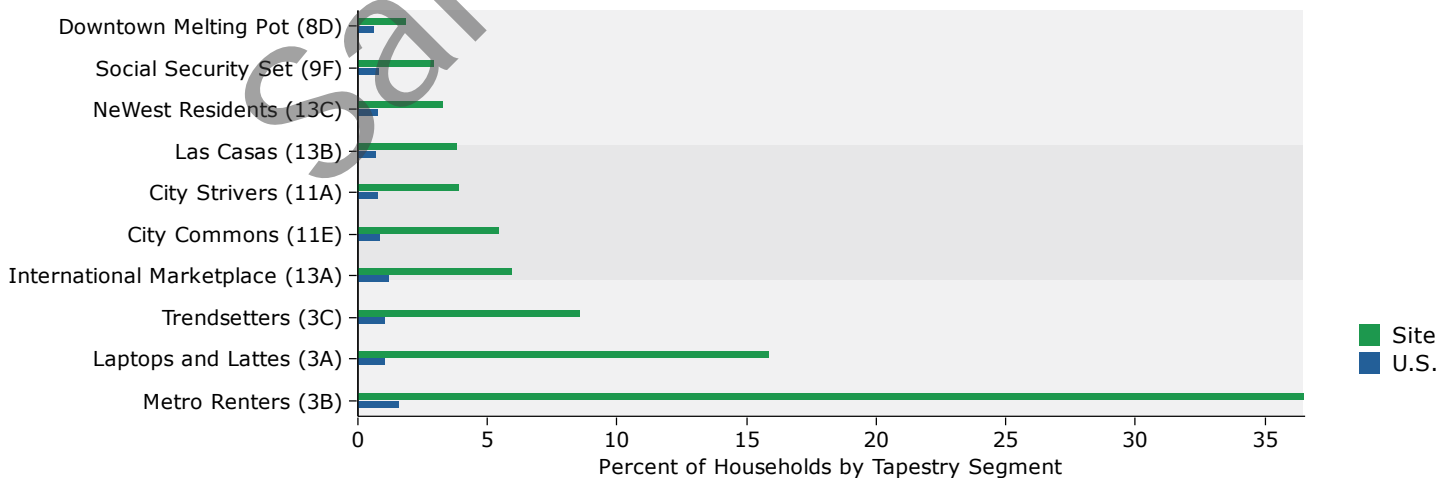
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	36.5%	36.5%	1.6%	1.6%	2219
2	Laptops and Lattes (3A)	15.9%	52.4%	1.1%	2.7%	1,473
3	Trendsetters (3C)	8.6%	61.0%	1.1%	3.8%	802
4	International Marketplace (13A)	6.0%	67.0%	1.2%	5.0%	486
5	City Commons (11E)	5.5%	72.5%	0.9%	5.9%	617
Subtotal		72.5%		5.9%		
6	City Strivers (11A)	4.0%	76.5%	0.8%	6.7%	515
7	Las Casas (13B)	3.9%	80.4%	0.7%	7.4%	528
8	NeWest Residents (13C)	3.3%	83.7%	0.8%	8.2%	422
9	Social Security Set (9F)	3.0%	86.7%	0.8%	9.0%	364
10	Downtown Melting Pot (8D)	1.9%	88.6%	0.7%	9.7%	286
Subtotal		16.1%		3.8%		
11	Fresh Ambitions (13D)	1.7%	90.3%	0.6%	10.3%	272
12	Golden Years (9B)	1.2%	91.5%	1.3%	11.6%	87
13	Young and Restless (11B)	1.0%	92.5%	1.7%	13.3%	57
14	Emerald City (8B)	0.9%	93.4%	1.4%	14.7%	61
15	City Lights (8A)	0.8%	94.2%	1.5%	16.2%	57
Subtotal		5.6%		6.5%		
16	Enterprising Professionals (2D)	0.7%	94.9%	1.4%	17.6%	50
17	College Towns (14B)	0.7%	95.6%	1.0%	18.6%	72
18	Modest Income Homes (12D)	0.7%	96.3%	1.3%	19.9%	52
19	High Rise Renters (13E)	0.6%	96.9%	0.5%	20.4%	127
20	Urban Chic (2A)	0.5%	97.4%	1.3%	21.7%	41
Subtotal		3.2%		5.5%		
Total		97.3%		21.8%		447

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

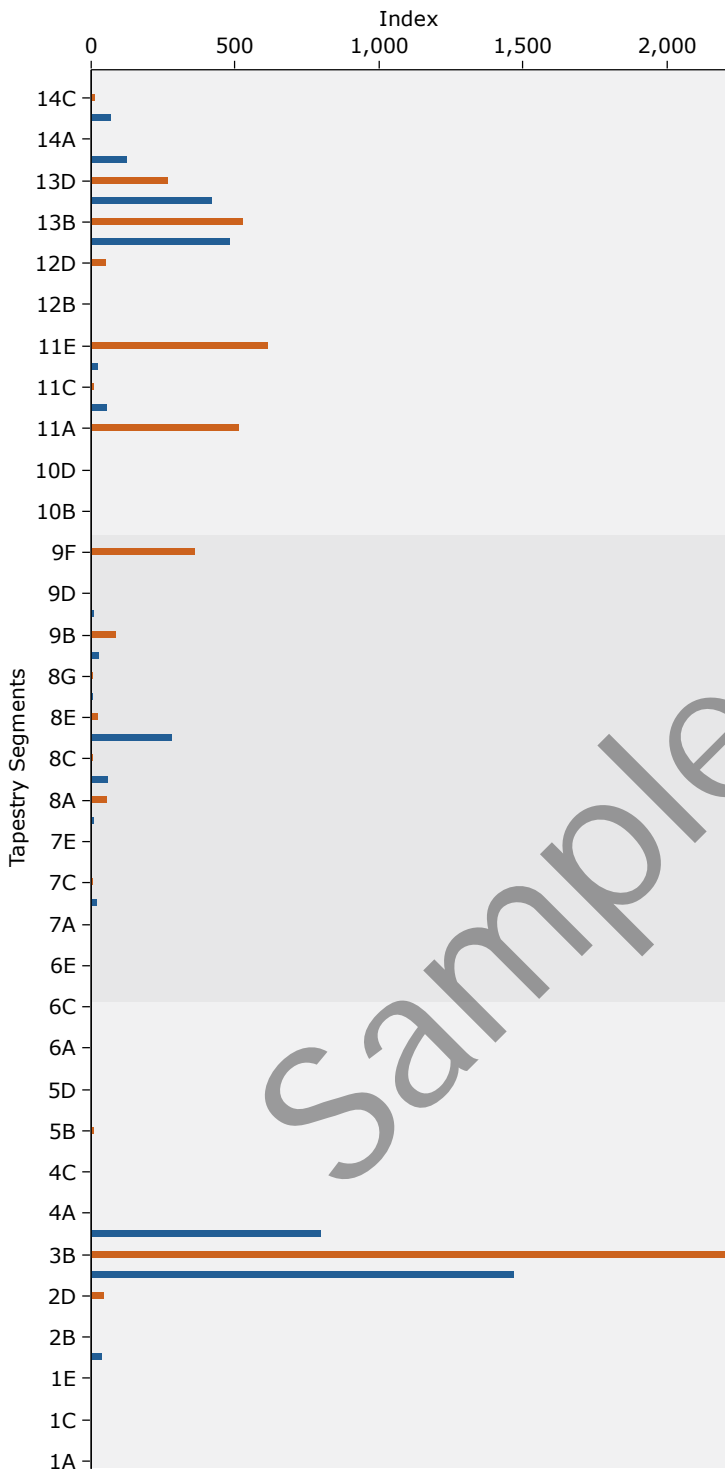


Tapestry Segmentation Area Profile

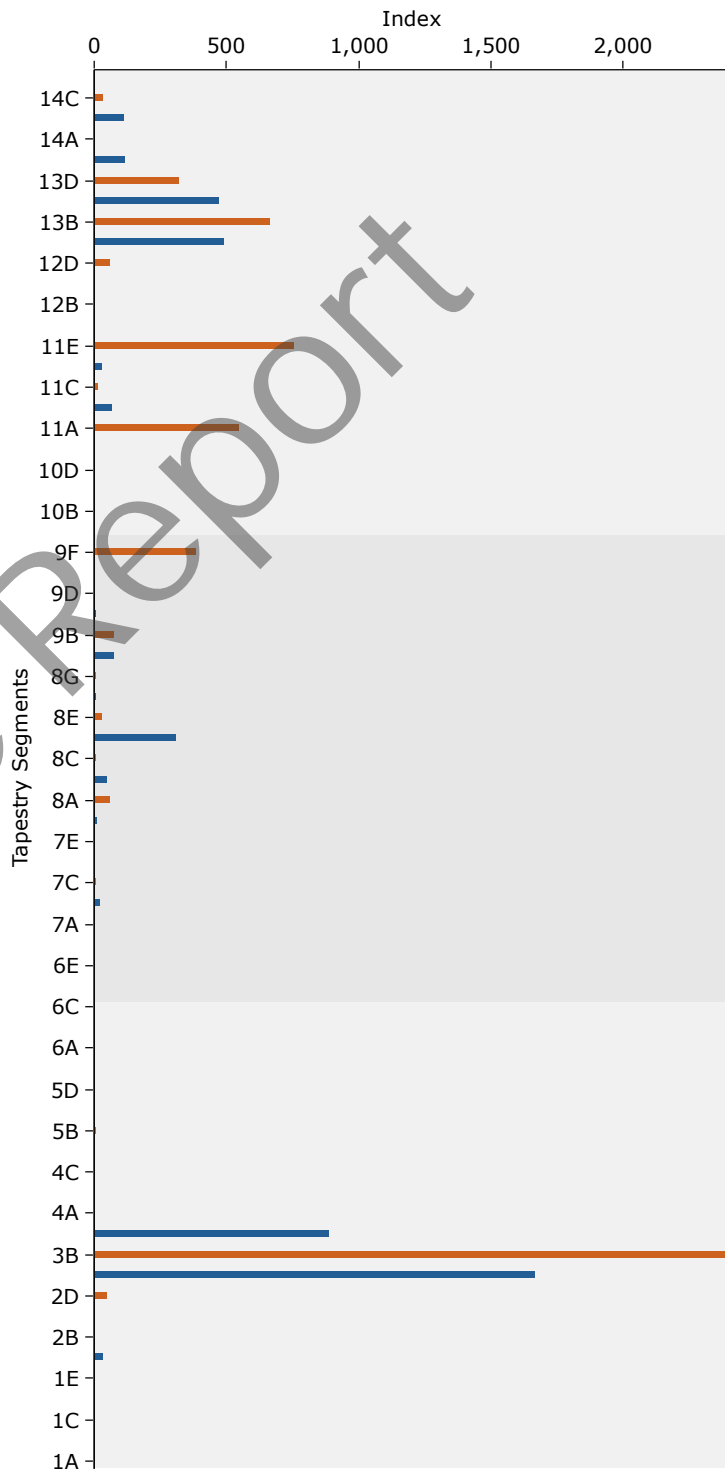
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	387,952	100.0%		705,325	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	4,837	1.2%	22	8,336	1.2%	20
Urban Chic (2A)	2,087	0.5%	41	3,378	0.5%	38
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,750	0.7%	50	4,958	0.7%	53
3. Uptown Individuals	236,821	61.0%	1594	383,002	54.3%	1721
Laptops and Lattes (3A)	61,634	15.9%	1,473	104,028	14.7%	1,669
Metro Renters (3B)	141,789	36.5%	2,219	218,897	31.0%	2,415
Trendsetters (3C)	33,398	8.6%	802	60,077	8.5%	890
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,145	0.3%	3	1,587	0.2%	2
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,145	0.3%	13	1,587	0.2%	11
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,803	0.5%	7	4,452	0.6%	8
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	945	0.2%	23	2,382	0.3%	23
American Dreamers (7C)	484	0.1%	8	1,110	0.2%	9
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)	374	0.1%	12	960	0.1%	14

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	387,952	100.0%		705,325	100.0%	
8. Middle Ground	17,560	4.5%	41	34,960	5.0%	48
City Lights (8A)	3,212	0.8%	57	6,794	1.0%	65
Emerald City (8B)	3,371	0.9%	61	4,623	0.7%	53
Bright Young Professionals (8C)	922	0.2%	11	1,744	0.2%	12
Downtown Melting Pot (8D)	7,248	1.9%	286	16,513	2.3%	316
Front Porches (8E)	1,721	0.4%	28	3,521	0.5%	33
Old and Newcomers (8F)	780	0.2%	9	1,137	0.2%	8
Hardscrabble Road (8G)	306	0.1%	7	628	0.1%	8
9. Senior Styles	17,330	4.5%	77	26,598	3.8%	75
Silver & Gold (9A)	926	0.2%	31	1,480	0.2%	30
Golden Years (9B)	4,523	1.2%	87	6,367	0.9%	76
The Elders (9C)	342	0.1%	12	412	0.1%	10
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	11,539	3.0%	364	18,339	2.6%	389
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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
11. Midtown Singles	42,697	11.0%	176	85,358	12.1%	219
City Strivers (11A)	15,407	4.0%	515	31,072	4.4%	552
Young and Restless (11B)	3,870	1.0%	57	7,136	1.0%	73
Metro Fusion (11C)	753	0.2%	14	1,581	0.2%	17
Set to Impress (11D)	1,492	0.4%	28	2,915	0.4%	35
City Commons (11E)	21,175	5.5%	617	42,654	6.0%	761
12. Hometown	2,618	0.7%	11	5,385	0.8%	13
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,618	0.7%	52	5,385	0.8%	61
13. Next Wave	60,143	15.5%	397	144,743	20.5%	457
International Marketplace (13A)	23,169	6.0%	486	48,094	6.8%	494
Las Casas (13B)	15,003	3.9%	528	47,589	6.7%	669
NeWest Residents (13C)	12,788	3.3%	422	28,954	4.1%	474
Fresh Ambitions (13D)	6,737	1.7%	272	15,704	2.2%	325
High Rise Renters (13E)	2,446	0.6%	127	4,402	0.6%	122
14. Scholars and Patriots	2,998	0.8%	48	10,904	1.5%	67
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,673	0.7%	72	8,322	1.2%	114
Dorms to Diplomas (14C)	325	0.1%	16	2,582	0.4%	37
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	387,952	100.0%		705,325	100.0%	
1. Principal Urban Center	281,447	72.5%	1008	479,647	68.0%	1002
Laptops and Lattes (3A)	61,634	15.9%	1,473	104,028	14.7%	1,669
Metro Renters (3B)	141,789	36.5%	2,219	218,897	31.0%	2,415
Trendsetters (3C)	33,398	8.6%	802	60,077	8.5%	890
Downtown Melting Pot (8D)	7,248	1.9%	286	16,513	2.3%	316
City Strivers (11A)	15,407	4.0%	515	31,072	4.4%	552
NeWest Residents (13C)	12,788	3.3%	422	28,954	4.1%	474
Fresh Ambitions (13D)	6,737	1.7%	272	15,704	2.2%	325
High Rise Renters (13E)	2,446	0.6%	127	4,402	0.6%	122
2. Urban Periphery	47,480	12.2%	73	115,639	16.4%	91
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	945	0.2%	23	2,382	0.3%	23
American Dreamers (7C)	484	0.1%	8	1,110	0.2%	9
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	374	0.1%	12	960	0.1%	14
City Lights (8A)	3,212	0.8%	57	6,794	1.0%	65
Bright Young Professionals (8C)	922	0.2%	11	1,744	0.2%	12
Metro Fusion (11C)	753	0.2%	14	1,581	0.2%	17
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,618	0.7%	52	5,385	0.8%	61
International Marketplace (13A)	23,169	6.0%	486	48,094	6.8%	494
Las Casas (13B)	15,003	3.9%	528	47,589	6.7%	669
3. Metro Cities	48,397	12.5%	68	93,444	13.2%	78
In Style (5B)	1,145	0.3%	13	1,587	0.2%	11
Emerald City (8B)	3,371	0.9%	61	4,623	0.7%	53
Front Porches (8E)	1,721	0.4%	28	3,521	0.5%	33
Old and Newcomers (8F)	780	0.2%	9	1,137	0.2%	8
Hardscrabble Road (8G)	306	0.1%	7	628	0.1%	8
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	11,539	3.0%	364	18,339	2.6%	389
Young and Restless (11B)	3,870	1.0%	57	7,136	1.0%	73
Set to Impress (11D)	1,492	0.4%	28	2,915	0.4%	35
City Commons (11E)	21,175	5.5%	617	42,654	6.0%	761
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,673	0.7%	72	8,322	1.2%	114
Dorms to Diplomas (14C)	325	0.1%	16	2,582	0.4%	37

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	387,952	100.0%		705,325	100.0%	
4. Suburban Periphery	10,628	2.7%	9	16,595	2.4%	7
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)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	2,087	0.5%	41	3,378	0.5%	38
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,750	0.7%	50	4,958	0.7%	53
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	926	0.2%	31	1,480	0.2%	30
Golden Years (9B)	4,523	1.2%	87	6,367	0.9%	76
The Elders (9C)	342	0.1%	12	412	0.1%	10
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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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