



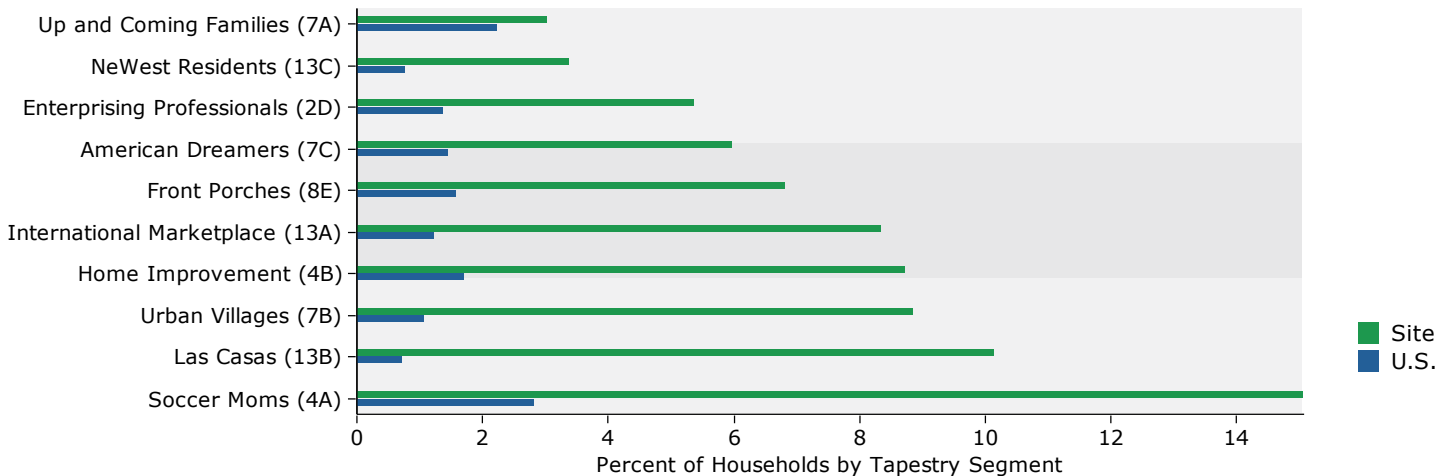
Tapestry Segmentation Area Profile

Elgin City, IL
 Elgin city, IL (1723074)
 Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	15.1%	15.1%	2.8%	2.8%	532
2	Las Casas (13B)	10.1%	25.2%	0.7%	3.5%	1,370
3	Urban Villages (7B)	8.9%	34.1%	1.1%	4.6%	824
4	Home Improvement (4B)	8.7%	42.8%	1.7%	6.3%	509
5	International Marketplace (13A)	8.4%	51.2%	1.2%	7.5%	676
Subtotal		51.2%		7.5%		
6	Front Porches (8E)	6.8%	58.0%	1.6%	9.1%	427
7	American Dreamers (7C)	6.0%	64.0%	1.5%	10.6%	408
8	Enterprising Professionals (2D)	5.4%	69.4%	1.4%	12.0%	388
9	NeWest Residents (13C)	3.4%	72.8%	0.8%	12.8%	436
10	Up and Coming Families (7A)	3.0%	75.8%	2.2%	15.0%	135
Subtotal		24.6%		7.5%		
11	Metro Fusion (11C)	2.7%	78.5%	1.4%	16.4%	192
12	Bright Young Professionals (8C)	2.5%	81.0%	2.2%	18.6%	114
13	Southwestern Families (7F)	2.3%	83.3%	0.8%	19.4%	271
14	Middleburg (4C)	2.0%	85.3%	2.8%	22.2%	71
15	Parks and Rec (5C)	1.9%	87.2%	2.0%	24.2%	96
Subtotal		11.4%		9.2%		
16	Comfortable Empty Nesters (5A)	1.8%	89.0%	2.5%	26.7%	72
17	Exurbanites (1E)	1.5%	90.5%	1.9%	28.6%	79
18	Professional Pride (1B)	1.5%	92.0%	1.6%	30.2%	95
19	Barrios Urbanos (7D)	1.5%	93.5%	1.0%	31.2%	146
20	Retirement Communities (9E)	1.4%	94.9%	1.2%	32.4%	118
Subtotal		7.7%		8.2%		
Total		95.0%		32.6%		291

Top Ten Tapestry Segments Site vs. U.S.



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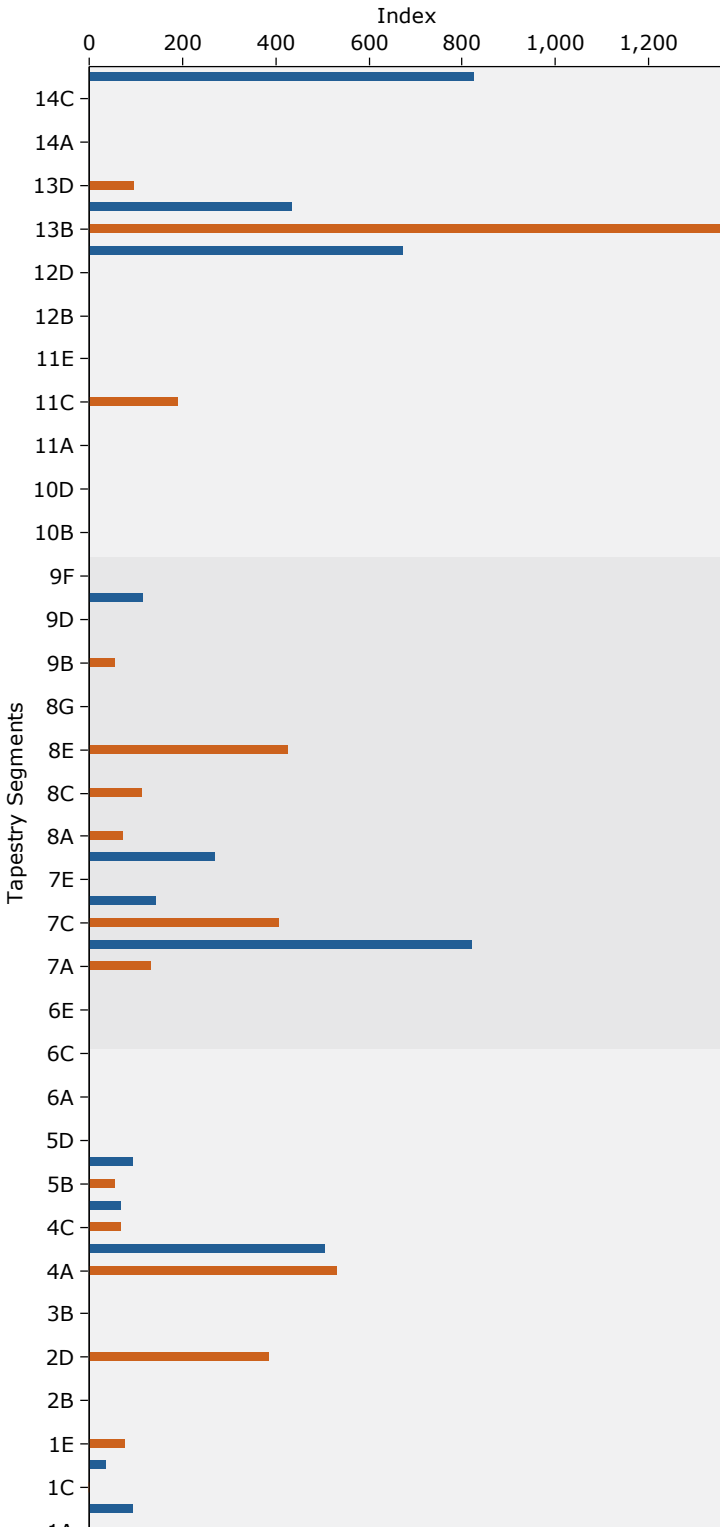
Source: Esri



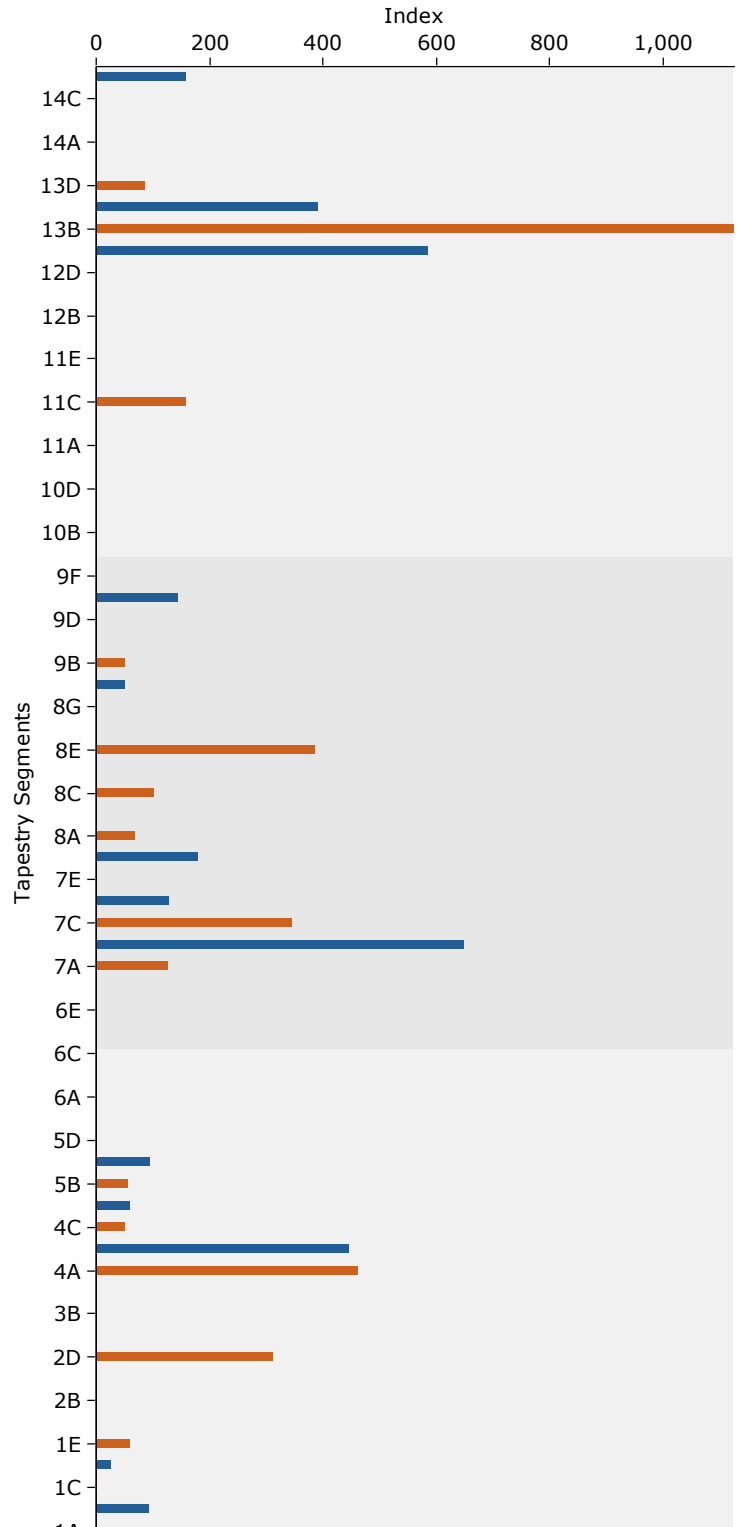
Tapestry Segmentation Area Profile

Elgin City, IL
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2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

Elgin City, IL
 Elgin city, IL (1723074)
 Place

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,357	100.0%		112,208	100.0%	
1. Affluent Estates	1,533	4.2%	43	4,246	3.8%	36
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	554	1.5%	95	1,985	1.8%	94
Boomburbs (1C)	7	0.0%	1	18	0.0%	1
Savvy Suburbanites (1D)	416	1.1%	38	946	0.8%	26
Exurbanites (1E)	556	1.5%	79	1,297	1.2%	62
2. Upscale Avenues	1,957	5.4%	95	4,582	4.1%	70
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)	1,957	5.4%	388	4,582	4.1%	314
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	9,380	25.8%	351	27,599	24.6%	308
Soccer Moms (4A)	5,480	15.1%	532	16,502	14.7%	463
Home Improvement (4B)	3,176	8.7%	509	9,360	8.3%	448
Middleburg (4C)	724	2.0%	71	1,737	1.5%	53
5. GenXurban	1,832	5.0%	44	5,075	4.5%	42
Comfortable Empty Nesters (5A)	652	1.8%	72	1,642	1.5%	62
In Style (5B)	481	1.3%	59	1,340	1.2%	59
Parks and Rec (5C)	699	1.9%	96	2,093	1.9%	97
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	7,873	21.7%	314	26,172	23.3%	265
Up and Coming Families (7A)	1,102	3.0%	135	3,808	3.4%	128
Urban Villages (7B)	3,219	8.9%	824	11,277	10.1%	651
American Dreamers (7C)	2,176	6.0%	408	6,921	6.2%	348
Barrios Urbanos (7D)	554	1.5%	146	2,102	1.9%	131
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	822	2.3%	271	2,064	1.8%	180

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Source: Esri



Tapestry Segmentation Area Profile

Elgin City, IL
 Elgin city, IL (1723074)
 Place

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,357	100.0%		112,208	100.0%	
8. Middle Ground	3,802	10.5%	96	10,294	9.2%	91
City Lights (8A)	400	1.1%	75	1,125	1.0%	69
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	921	2.5%	114	2,339	2.1%	103
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,481	6.8%	427	6,830	6.1%	388
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	799	2.2%	38	2,103	1.9%	42
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	279	0.8%	57	614	0.5%	51
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)	520	1.4%	118	1,489	1.3%	146
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	983	2.7%	44	2,547	2.3%	40
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)	983	2.7%	192	2,547	2.3%	160
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	8,194	22.5%	578	29,271	26.1%	531
International Marketplace (13A)	3,037	8.4%	676	9,490	8.5%	587
Las Casas (13B)	3,690	10.1%	1,370	14,650	13.1%	1,127
NeWest Residents (13C)	1,231	3.4%	436	4,351	3.9%	392
Fresh Ambitions (13D)	236	0.6%	100	780	0.7%	89
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	4	0.0%	827	319	0.3%	161

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Tapestry Segmentation Area Profile

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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,357	100.0%		112,208	100.0%	
1. Principal Urban Center	1,467	4.0%	58	5,131	4.6%	70
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)	1,231	3.4%	436	4,351	3.9%	392
Fresh Ambitions (13D)	236	0.6%	100	780	0.7%	89
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	15,802	43.5%	258	52,515	46.8%	251
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)	3,219	8.9%	824	11,277	10.1%	651
American Dreamers (7C)	2,176	6.0%	408	6,921	6.2%	348
Barrios Urbanos (7D)	554	1.5%	146	2,102	1.9%	131
Southwestern Families (7F)	822	2.3%	271	2,064	1.8%	180
City Lights (8A)	400	1.1%	75	1,125	1.0%	69
Bright Young Professionals (8C)	921	2.5%	114	2,339	2.1%	103
Metro Fusion (11C)	983	2.7%	192	2,547	2.3%	160
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)	3,037	8.4%	676	9,490	8.5%	587
Las Casas (13B)	3,690	10.1%	1,370	14,650	13.1%	1,127
3. Metro Cities	3,482	9.6%	52	9,659	8.6%	52
In Style (5B)	481	1.3%	59	1,340	1.2%	59
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,481	6.8%	427	6,830	6.1%	388
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)	520	1.4%	118	1,489	1.3%	146
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)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	36,357	100.0%		112,208	100.0%	
4. Suburban Periphery	14,878	40.9%	130	42,847	38.2%	118
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	554	1.5%	95	1,985	1.8%	94
Boomburbs (1C)	7	0.0%	1	18	0.0%	1
Savvy Suburbanites (1D)	416	1.1%	38	946	0.8%	26
Exurbanites (1E)	556	1.5%	79	1,297	1.2%	62
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,957	5.4%	388	4,582	4.1%	314
Soccer Moms (4A)	5,480	15.1%	532	16,502	14.7%	463
Home Improvement (4B)	3,176	8.7%	509	9,360	8.3%	448
Comfortable Empty Nesters (5A)	652	1.8%	72	1,642	1.5%	62
Parks and Rec (5C)	699	1.9%	96	2,093	1.9%	97
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,102	3.0%	135	3,808	3.4%	128
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	279	0.8%	57	614	0.5%	51
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	724	2.0%	21	1,737	1.5%	17
Middleburg (4C)	724	2.0%	71	1,737	1.5%	53
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)	4	0.0%	827	319	0.3%	161

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