



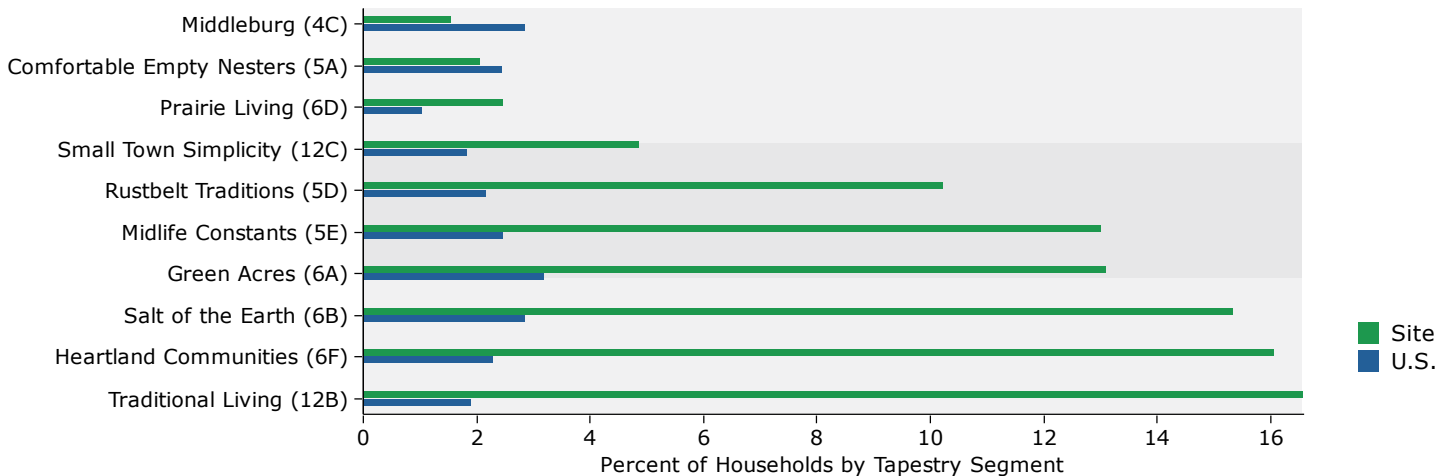
Dominant Tapestry Site Map

LaSalle County, IL (17099)
Geography: County

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Traditional Living (12B)	16.6%	16.6%	1.9%	1.9%	860
2	Heartland Communities (6F)	16.1%	32.7%	2.3%	4.2%	700
3	Salt of the Earth (6B)	15.3%	48.0%	2.9%	7.1%	535
4	Green Acres (6A)	13.1%	61.1%	3.2%	10.3%	410
5	Midlife Constants (5E)	13.0%	74.1%	2.5%	12.8%	526
Subtotal		74.1%		12.8%		
6	Rustbelt Traditions (5D)	10.3%	84.4%	2.2%	15.0%	467
7	Small Town Simplicity (12C)	4.9%	89.3%	1.9%	16.9%	262
8	Prairie Living (6D)	2.5%	91.8%	1.1%	18.0%	232
9	Comfortable Empty Nesters (5A)	2.1%	93.9%	2.5%	20.5%	84
10	Middleburg (4C)	1.6%	95.5%	2.9%	23.4%	54
Subtotal		21.4%		10.6%		
11	Set to Impress (11D)	1.2%	96.7%	1.4%	24.8%	89
12	Southern Satellites (10A)	1.2%	97.9%	3.1%	27.9%	39
13	Parks and Rec (5C)	0.9%	98.8%	2.0%	29.9%	48
14	Social Security Set (9F)	0.7%	99.5%	0.8%	30.7%	82
15	Barrios Urbanos (7D)	0.6%	100.1%	1.0%	31.7%	54
Subtotal		4.6%		8.3%		
Total		100.0%		31.6%		317

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

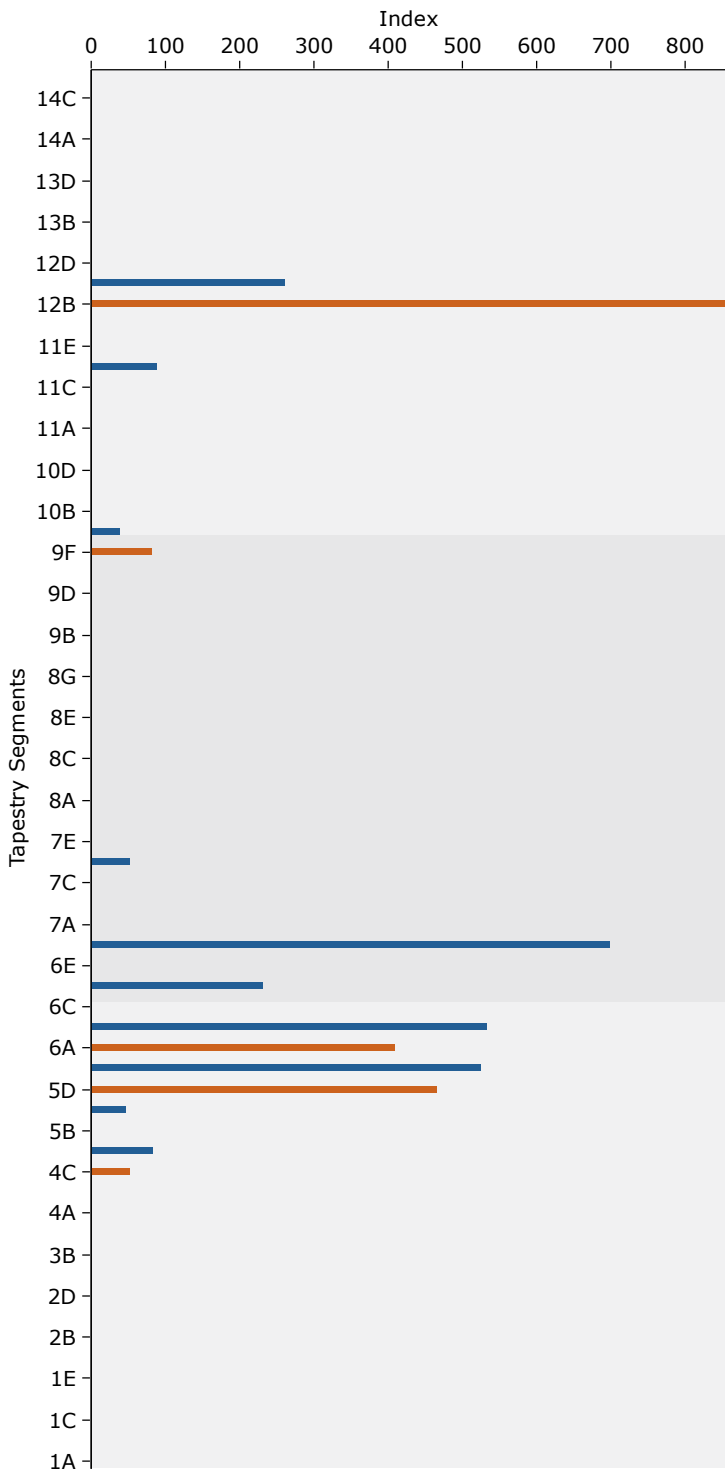


Dominant Tapestry Site Map

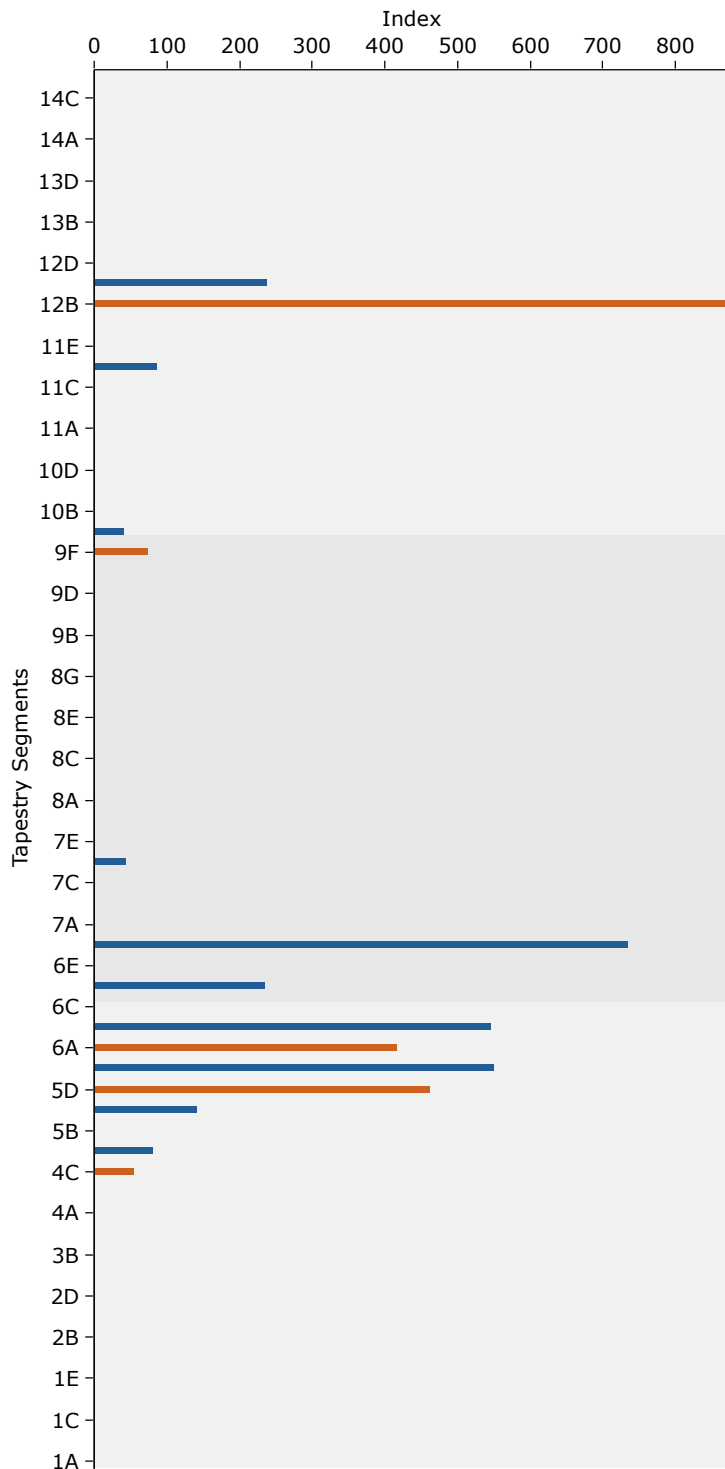
LaSalle County, IL (17099)

Geography: County

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Source: Esri



Dominant Tapestry Site Map

LaSalle County, IL (17099)

Geography: County

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,633	100.0%		89,138	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	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	695	1.6%	21	1,463	1.6%	21
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	695	1.6%	54	1,463	1.6%	57
5. GenXurban	11,740	26.3%	232	24,353	27.3%	251
Comfortable Empty Nesters (5A)	922	2.1%	84	1,814	2.0%	83
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	421	0.9%	48	2,468	2.8%	143
Rustbelt Traditions (5D)	4,579	10.3%	467	8,536	9.6%	463
Midlife Constants (5E)	5,818	13.0%	526	11,535	12.9%	552
6. Cozy Country Living	20,980	47.0%	392	42,586	47.8%	404
Green Acres (6A)	5,854	13.1%	410	12,315	13.8%	417
Salt of the Earth (6B)	6,847	15.3%	535	14,034	15.7%	548
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,105	2.5%	232	2,171	2.4%	236
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	7,174	16.1%	700	14,066	15.8%	736
7. Ethnic Enclaves	249	0.6%	8	496	0.6%	7
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)	249	0.6%	54	496	0.6%	45
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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Dominant Tapestry Site Map

LaSalle County, IL (17099)

Geography: County

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,633	100.0%		89,138	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	300	0.7%	12	448	0.5%	10
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	300	0.7%	82	448	0.5%	75
10. Rustic Outposts	540	1.2%	15	1,196	1.3%	16
Southern Satellites (10A)	540	1.2%	39	1,196	1.3%	42
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	550	1.2%	20	931	1.0%	19
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)	550	1.2%	89	931	1.0%	88
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	9,579	21.5%	350	17,665	19.8%	342
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,406	16.6%	860	14,080	15.8%	879
Small Town Simplicity (12C)	2,173	4.9%	262	3,585	4.0%	240
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	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)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,633	100.0%		89,138	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	4,828	10.8%	65	9,032	10.1%	57
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,579	10.3%	467	8,536	9.6%	463
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)	249	0.6%	54	496	0.6%	45
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	8,256	18.5%	102	15,459	17.3%	103
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)	300	0.7%	82	448	0.5%	75
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	550	1.2%	89	931	1.0%	88
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,406	16.6%	860	14,080	15.8%	879
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:	44,633	100.0%		89,138	100.0%	
4. Suburban Periphery	7,161	16.0%	50	15,817	17.7%	55
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)	922	2.1%	84	1,814	2.0%	83
Parks and Rec (5C)	421	0.9%	48	2,468	2.8%	143
Midlife Constants (5E)	5,818	13.0%	526	11,535	12.9%	552
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	10,042	22.5%	241	19,114	21.4%	238
Middleburg (4C)	695	1.6%	54	1,463	1.6%	57
Heartland Communities (6F)	7,174	16.1%	700	14,066	15.8%	736
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)	2,173	4.9%	262	3,585	4.0%	240
6. Rural	14,346	32.1%	192	29,716	33.3%	198
Green Acres (6A)	5,854	13.1%	410	12,315	13.8%	417
Salt of the Earth (6B)	6,847	15.3%	535	14,034	15.7%	548
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,105	2.5%	232	2,171	2.4%	236
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	540	1.2%	39	1,196	1.3%	42
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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