



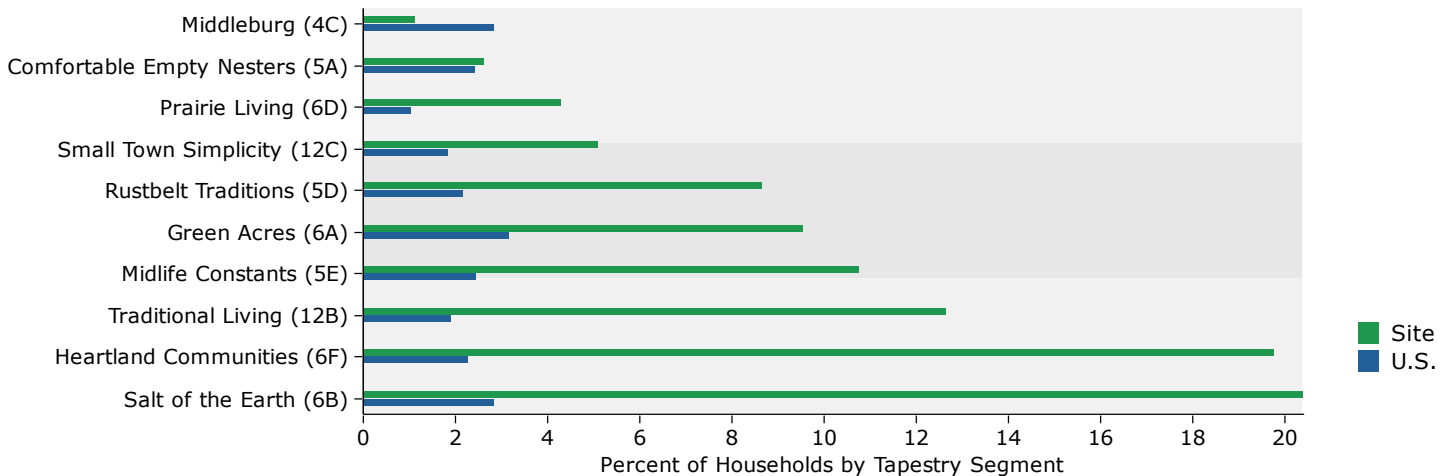
Dominant Tapestry Site Map

Putnam County, IL (17155), LaSalle County, IL (17099) et al.
Geography: County

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	20.4%	20.4%	2.9%	2.9%	712
2	Heartland Communities (6F)	19.8%	40.2%	2.3%	5.2%	862
3	Traditional Living (12B)	12.7%	52.9%	1.9%	7.1%	656
4	Midlife Constants (5E)	10.8%	63.7%	2.5%	9.6%	435
5	Green Acres (6A)	9.6%	73.3%	3.2%	12.8%	299
Subtotal		73.3%		12.8%		
6	Rustbelt Traditions (5D)	8.7%	82.0%	2.2%	15.0%	396
7	Small Town Simplicity (12C)	5.1%	87.1%	1.9%	16.9%	276
8	Prairie Living (6D)	4.3%	91.4%	1.1%	18.0%	404
9	Comfortable Empty Nesters (5A)	2.7%	94.1%	2.5%	20.5%	108
10	Middleburg (4C)	1.1%	95.2%	2.9%	23.4%	40
Subtotal		21.9%		10.6%		
11	Barrios Urbanos (7D)	0.9%	96.1%	1.0%	24.4%	90
12	Set to Impress (11D)	0.9%	97.0%	1.4%	25.8%	65
13	Southern Satellites (10A)	0.9%	97.9%	3.1%	28.9%	28
14	Parks and Rec (5C)	0.7%	98.6%	2.0%	30.9%	35
15	Rural Resort Dwellers (6E)	0.5%	99.1%	1.0%	31.9%	53
Subtotal		3.9%		8.5%		
16	Social Security Set (9F)	0.5%	99.6%	0.8%	32.7%	60
17	Retirement Communities (9E)	0.5%	100.1%	1.2%	33.9%	37
Subtotal		1.0%		2.0%		
Total		100.0%		33.8%		296

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

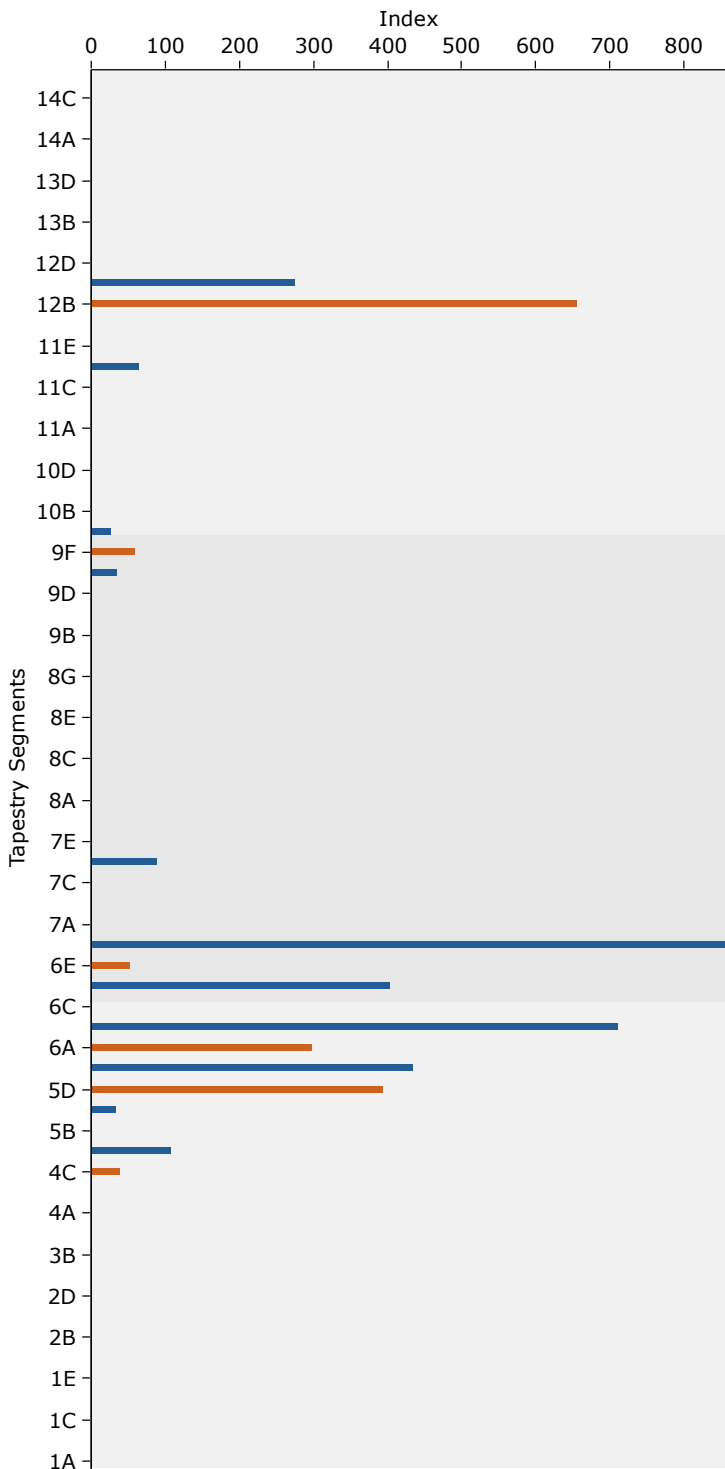


Dominant Tapestry Site Map

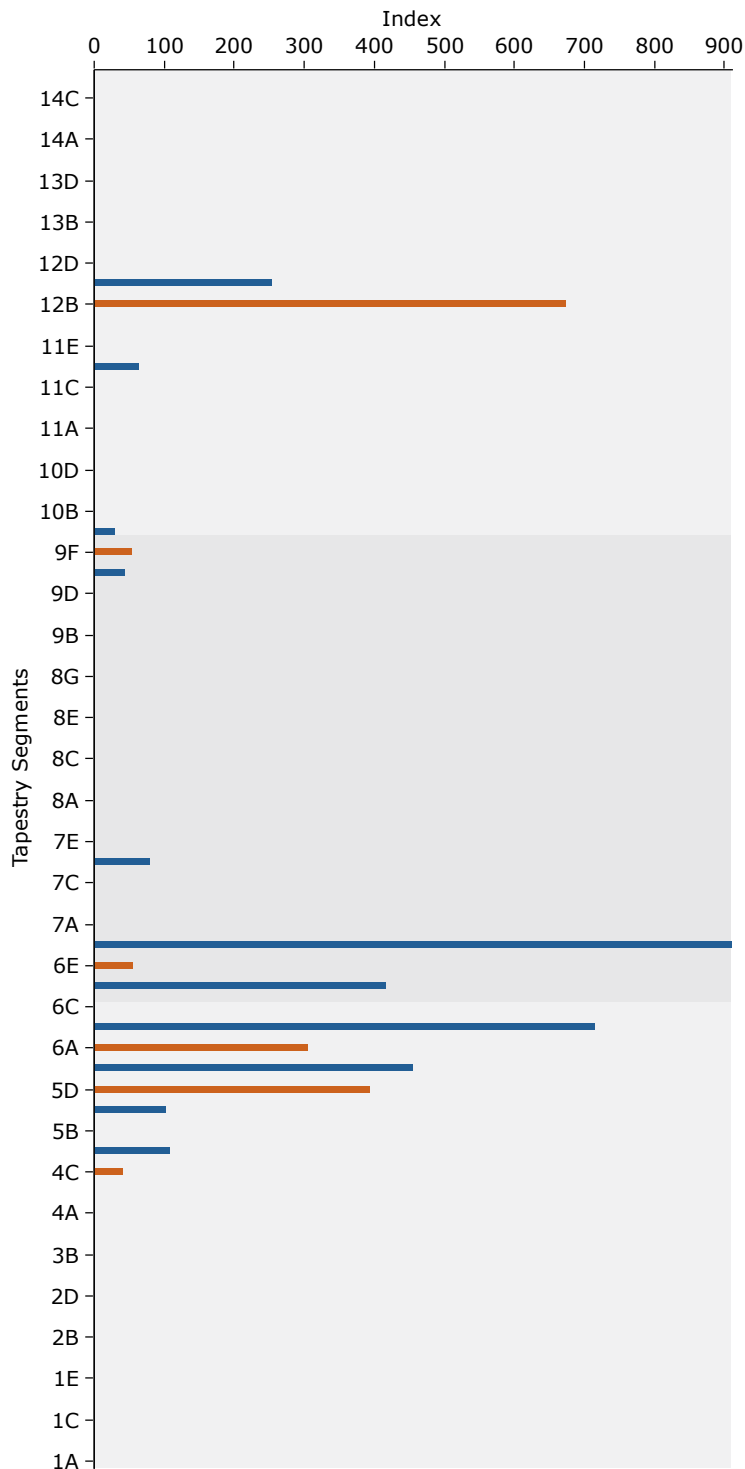
Putnam County, IL (17155), LaSalle County, IL (17099) et al.

Geography: County

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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

Putnam County, IL (17155), LaSalle County, IL (17099) et al.

Geography: County

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	61,174	100.0%		121,034	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	1.1%	15	1,463	1.2%	15
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	1.1%	40	1,463	1.2%	42
5. GenXurban	13,958	22.8%	201	28,563	23.6%	217
Comfortable Empty Nesters (5A)	1,623	2.7%	108	3,277	2.7%	110
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	421	0.7%	35	2,468	2.0%	105
Rustbelt Traditions (5D)	5,312	8.7%	396	9,864	8.1%	394
Midlife Constants (5E)	6,602	10.8%	435	12,954	10.7%	456
6. Cozy Country Living	33,410	54.6%	456	66,801	55.2%	467
Green Acres (6A)	5,854	9.6%	299	12,315	10.2%	307
Salt of the Earth (6B)	12,494	20.4%	712	24,964	20.6%	717
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	2,637	4.3%	404	5,213	4.3%	418
Rural Resort Dwellers (6E)	326	0.5%	53	637	0.5%	57
Heartland Communities (6F)	12,099	19.8%	862	23,672	19.6%	912
7. Ethnic Enclaves	572	0.9%	13	1,212	1.0%	12
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)	572	0.9%	90	1,212	1.0%	80
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



Dominant Tapestry Site Map

Putnam County, IL (17155), LaSalle County, IL (17099) et al.

Geography: County

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	61,174	100.0%		121,034	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	576	0.9%	16	999	0.8%	16
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)	276	0.5%	37	551	0.5%	45
Social Security Set (9F)	300	0.5%	60	448	0.4%	55
10. Rustic Outposts	540	0.9%	11	1,196	1.0%	12
Southern Satellites (10A)	540	0.9%	28	1,196	1.0%	31
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	0.9%	15	931	0.8%	14
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	0.9%	65	931	0.8%	65
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	10,873	17.8%	290	19,869	16.4%	283
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,744	12.7%	656	14,673	12.1%	674
Small Town Simplicity (12C)	3,129	5.1%	276	5,196	4.3%	256
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

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

Putnam County, IL (17155), LaSalle County, IL (17099) et al.

Geography: County

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	61,174	100.0%		121,034	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	5,884	9.6%	57	11,076	9.2%	51
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,312	8.7%	396	9,864	8.1%	394
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)	572	0.9%	90	1,212	1.0%	80
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	8,870	14.5%	80	16,603	13.7%	81
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)	276	0.5%	37	551	0.5%	45
Social Security Set (9F)	300	0.5%	60	448	0.4%	55
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	550	0.9%	65	931	0.8%	65
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,744	12.7%	656	14,673	12.1%	674
College Towns (14B)	0	0.0%	0	0	0.0%	0
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



Dominant Tapestry Site Map

Putnam County, IL (17155), LaSalle County, IL (17099) et al.

Geography: County

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	61,174	100.0%		121,034	100.0%	
4. Suburban Periphery	8,646	14.1%	44	18,699	15.4%	47
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)	1,623	2.7%	108	3,277	2.7%	110
Parks and Rec (5C)	421	0.7%	35	2,468	2.0%	105
Midlife Constants (5E)	6,602	10.8%	435	12,954	10.7%	456
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	15,923	26.0%	279	30,331	25.1%	278
Middleburg (4C)	695	1.1%	40	1,463	1.2%	42
Heartland Communities (6F)	12,099	19.8%	862	23,672	19.6%	912
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)	3,129	5.1%	276	5,196	4.3%	256
6. Rural	21,851	35.7%	213	44,325	36.6%	218
Green Acres (6A)	5,854	9.6%	299	12,315	10.2%	307
Salt of the Earth (6B)	12,494	20.4%	712	24,964	20.6%	717
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	2,637	4.3%	404	5,213	4.3%	418
Rural Resort Dwellers (6E)	326	0.5%	53	637	0.5%	57
Southern Satellites (10A)	540	0.9%	28	1,196	1.0%	31
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