



Tapestry Segmentation Area Profile

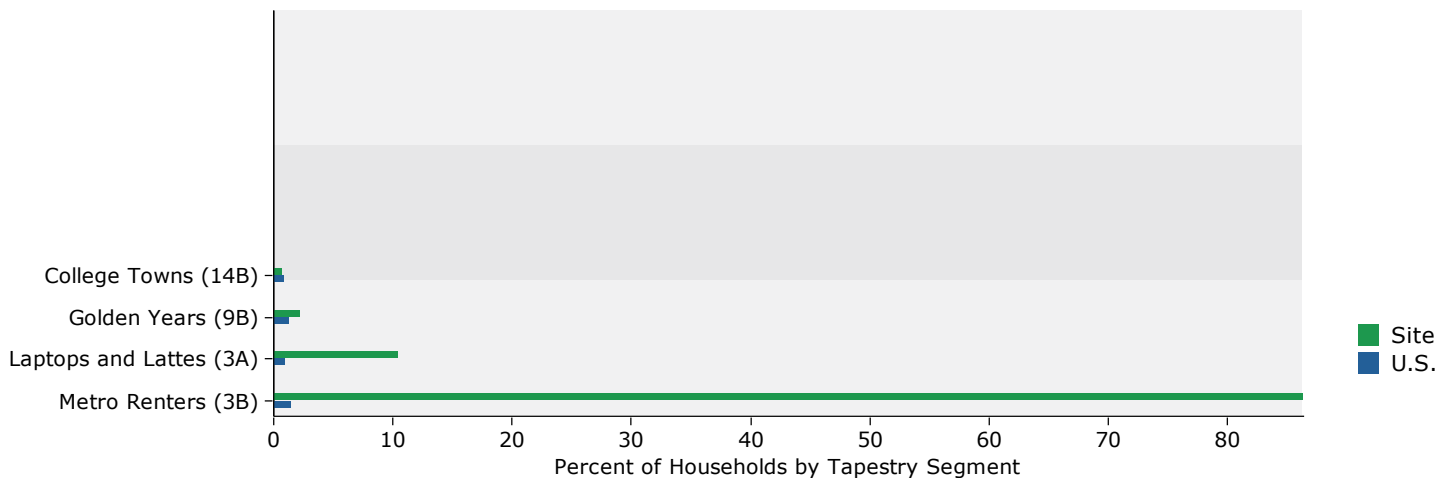
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	86.4%	86.4%	1.5%	1.5%	5830
2	Laptops and Lattes (3A)	10.5%	96.9%	1.0%	2.5%	1,004
3	Golden Years (9B)	2.3%	99.2%	1.3%	3.8%	171
4	College Towns (14B)	0.7%	99.9%	0.9%	4.7%	80
Subtotal		99.9%		4.7%		
Total		100.0%		4.8%		2076

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

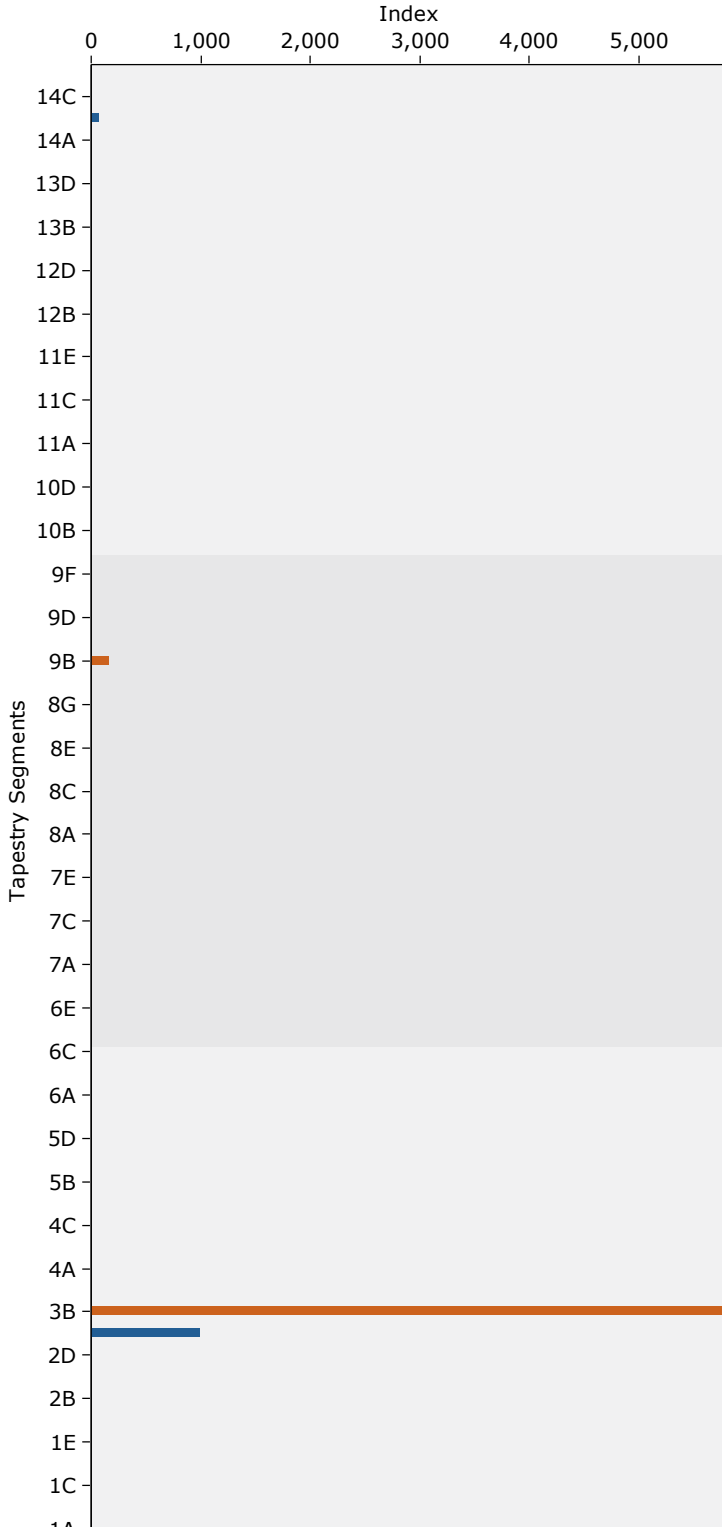


Tapestry Segmentation Area Profile

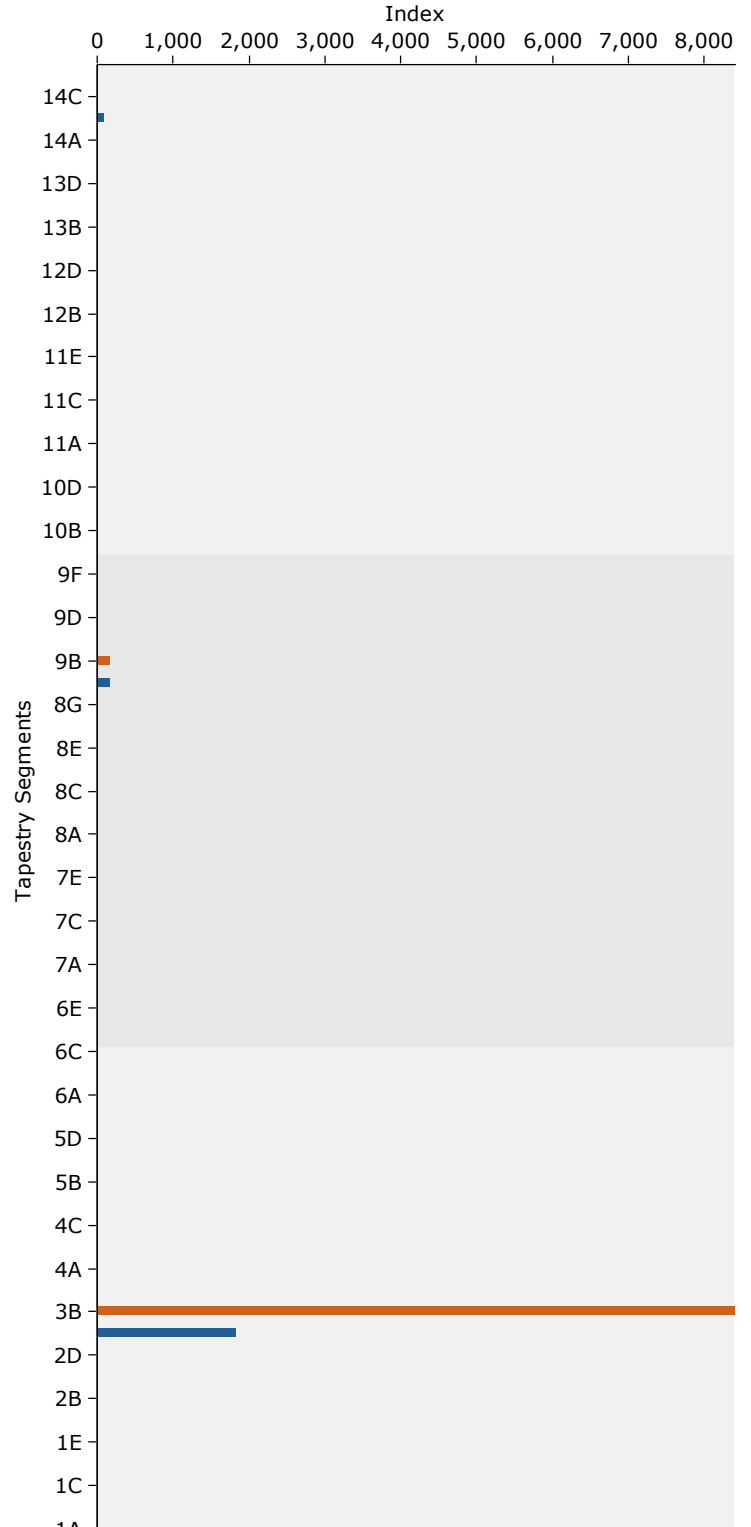
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2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

Proposed Location
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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,801	100.0%		57,033	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	31,801	97.0%	2695	55,342	97.0%	3712
Laptops and Lattes (3A)	3,451	10.5%	1,004	7,915	13.9%	1,830
Metro Renters (3B)	28,350	86.4%	5,830	47,427	83.2%	8,416
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	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,801	100.0%		57,033	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	754	2.3%	40	1,134	2.0%	45
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	754	2.3%	171	1,134	2.0%	184
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	246	0.7%	47	557	1.0%	49
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	246	0.7%	80	557	1.0%	109
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	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,801	100.0%		57,033	100.0%	
1. Principal Urban Center	31,801	97.0%	1395	55,342	97.0%	1498
Laptops and Lattes (3A)	3,451	10.5%	1,004	7,915	13.9%	1,830
Metro Renters (3B)	28,350	86.4%	5,830	47,427	83.2%	8,416
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	246	0.7%	4	557	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)	246	0.7%	80	557	1.0%	109
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	32,801	100.0%		57,033	100.0%	
4. Suburban Periphery	754	2.3%	7	1,134	2.0%	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)	754	2.3%	171	1,134	2.0%	184
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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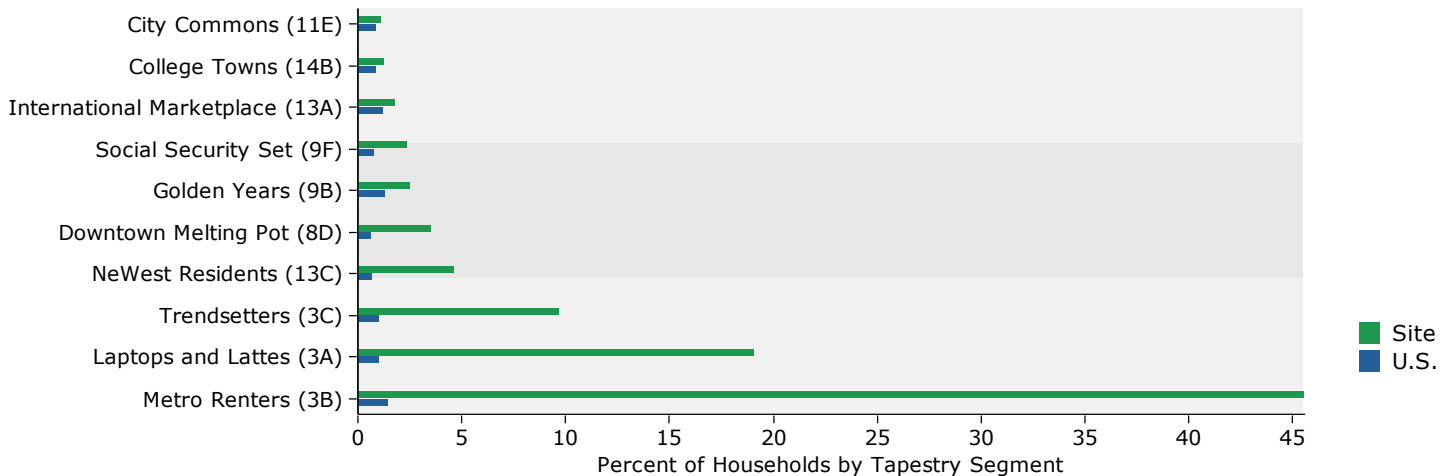
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	45.6%	45.6%	1.5%	1.5%	3075
2	Laptops and Lattes (3A)	19.1%	64.7%	1.0%	2.5%	1,824
3	Trendsetters (3C)	9.7%	74.4%	1.1%	3.6%	911
4	NeWest Residents (13C)	4.7%	79.1%	0.8%	4.4%	612
5	Downtown Melting Pot (8D)	3.5%	82.6%	0.7%	5.1%	538
Subtotal		82.6%		5.1%		
6	Golden Years (9B)	2.5%	85.1%	1.3%	6.4%	187
7	Social Security Set (9F)	2.4%	87.5%	0.8%	7.2%	299
8	International Marketplace (13A)	1.8%	89.3%	1.2%	8.4%	149
9	College Towns (14B)	1.3%	90.6%	0.9%	9.3%	138
10	City Commons (11E)	1.2%	91.8%	0.9%	10.2%	129
Subtotal		9.2%		5.1%		
11	Urban Chic (2A)	1.2%	93.0%	1.3%	11.5%	88
12	Emerald City (8B)	1.2%	94.2%	1.4%	12.9%	82
13	City Strivers (11A)	1.2%	95.4%	0.8%	13.7%	147
14	Set to Impress (11D)	0.8%	96.2%	1.4%	15.1%	57
15	Enterprising Professionals (2D)	0.7%	96.9%	1.4%	16.5%	48
Subtotal		5.1%		6.3%		
16	High Rise Renters (13E)	0.6%	97.5%	0.5%	17.0%	121
17	In Style (5B)	0.5%	98.0%	2.3%	19.3%	24
18	Silver & Gold (9A)	0.5%	98.5%	0.8%	20.1%	72
19	Bright Young Professionals (8C)	0.5%	99.0%	2.2%	22.3%	23
20	Old and Newcomers (8F)	0.4%	99.4%	2.3%	24.6%	18
Subtotal		2.5%		8.1%		
Total		99.4%		24.5%		405

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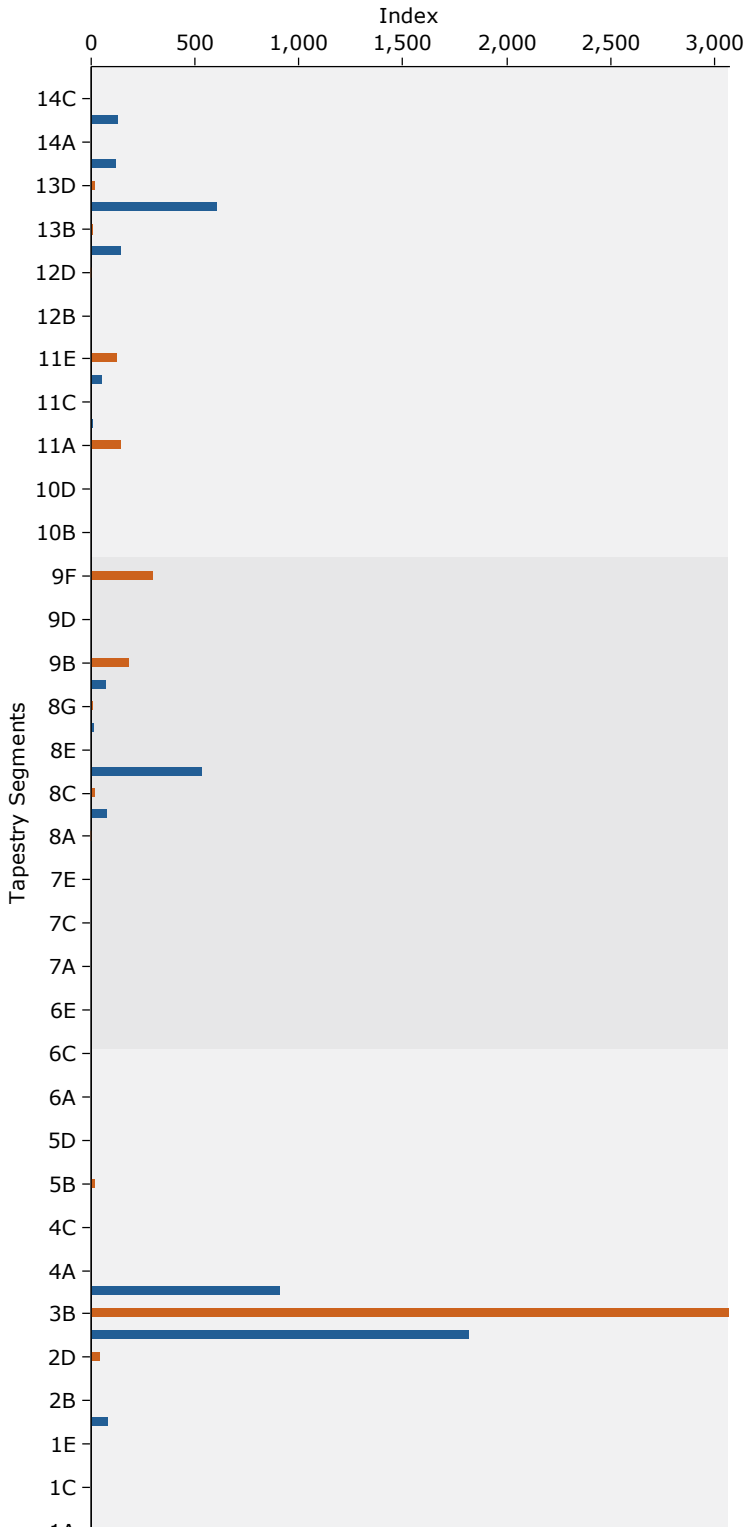


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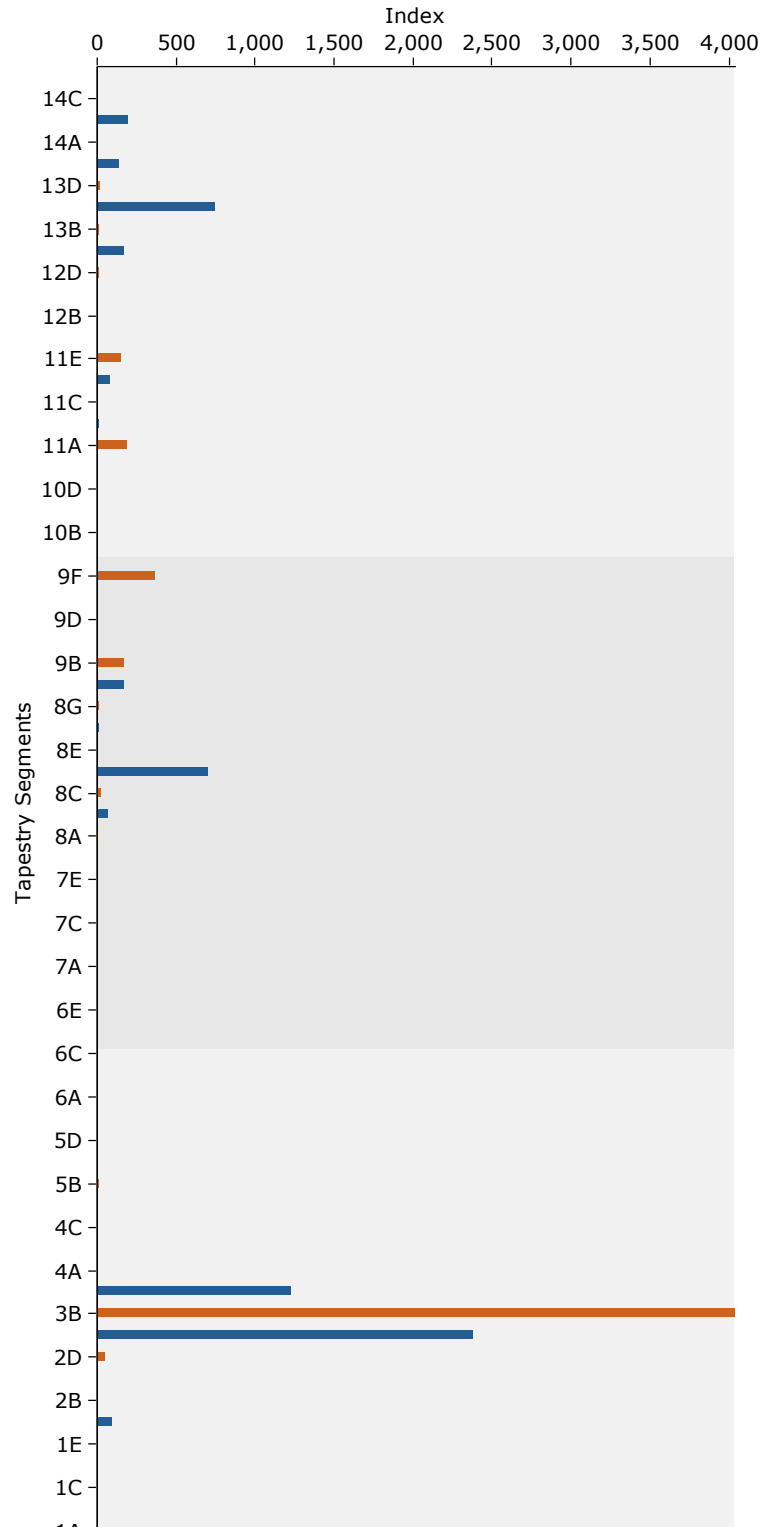
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	Number	Percent	Index	Number	Percent	Index
Total:	179,920	100.0%		346,519	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	3,289	1.8%	32	6,601	1.9%	33
Urban Chic (2A)	2,096	1.2%	88	4,024	1.2%	96
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,193	0.7%	48	2,577	0.7%	58
3. Uptown Individuals	133,915	74.4%	2069	238,063	68.7%	2628
Laptops and Lattes (3A)	34,406	19.1%	1,824	62,717	18.1%	2,386
Metro Renters (3B)	82,023	45.6%	3,075	138,450	40.0%	4,044
Trendsetters (3C)	17,486	9.7%	911	36,896	10.6%	1,228
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	970	0.5%	5	1,299	0.4%	3
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	970	0.5%	24	1,299	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 population in the area, by Tapestry segment, to the percent of households or population 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: 41.88055
 Longitude: -87.63701

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	179,920	100.0%		346,519	100.0%	
8. Middle Ground	10,444	5.8%	53	24,968	7.2%	71
City Lights (8A)	42	0.0%	2	128	0.0%	3
Emerald City (8B)	2,081	1.2%	82	2,839	0.8%	73
Bright Young Professionals (8C)	896	0.5%	23	2,183	0.6%	31
Downtown Melting Pot (8D)	6,381	3.5%	538	17,883	5.2%	704
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	752	0.4%	18	1,196	0.3%	18
Hardscrabble Road (8G)	292	0.2%	13	739	0.2%	17
9. Senior Styles	9,823	5.5%	95	16,199	4.7%	106
Silver & Gold (9A)	968	0.5%	72	1,670	0.5%	83
Golden Years (9B)	4,517	2.5%	187	6,781	2.0%	181
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)	4,338	2.4%	299	7,748	2.2%	374
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	5,894	3.3%	53	14,887	4.3%	76
City Strivers (11A)	2,071	1.2%	147	5,614	1.6%	196
Young and Restless (11B)	291	0.2%	10	687	0.2%	15
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,434	0.8%	57	3,462	1.0%	86
City Commons (11E)	2,098	1.2%	129	5,124	1.5%	158
12. Hometown	73	0.0%	1	305	0.1%	2
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)	73	0.0%	3	305	0.1%	6
13. Next Wave	13,177	7.3%	188	37,936	10.9%	223
International Marketplace (13A)	3,302	1.8%	149	8,863	2.6%	178
Las Casas (13B)	82	0.0%	6	261	0.1%	6
NeWest Residents (13C)	8,428	4.7%	612	25,355	7.3%	750
Fresh Ambitions (13D)	285	0.2%	24	742	0.2%	27
High Rise Renters (13E)	1,080	0.6%	121	2,715	0.8%	145
14. Scholars and Patriots	2,335	1.3%	81	6,261	1.8%	91
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,335	1.3%	138	6,261	1.8%	202
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 population in the area, by Tapestry segment, to the percent of households or population 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: 41.88055
 Longitude: -87.63701

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	179,920	100.0%		346,519	100.0%	
1. Principal Urban Center	152,160	84.6%	1217	290,372	83.8%	1294
Laptops and Lattes (3A)	34,406	19.1%	1,824	62,717	18.1%	2,386
Metro Renters (3B)	82,023	45.6%	3,075	138,450	40.0%	4,044
Trendsetters (3C)	17,486	9.7%	911	36,896	10.6%	1,228
Downtown Melting Pot (8D)	6,381	3.5%	538	17,883	5.2%	704
City Strivers (11A)	2,071	1.2%	147	5,614	1.6%	196
NeWest Residents (13C)	8,428	4.7%	612	25,355	7.3%	750
Fresh Ambitions (13D)	285	0.2%	24	742	0.2%	27
High Rise Renters (13E)	1,080	0.6%	121	2,715	0.8%	145
2. Urban Periphery	4,395	2.4%	14	11,740	3.4%	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)	42	0.0%	2	128	0.0%	3
Bright Young Professionals (8C)	896	0.5%	23	2,183	0.6%	31
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)	73	0.0%	3	305	0.1%	6
International Marketplace (13A)	3,302	1.8%	149	8,863	2.6%	178
Las Casas (13B)	82	0.0%	6	261	0.1%	6
3. Metro Cities	14,591	8.1%	44	29,355	8.5%	54
In Style (5B)	970	0.5%	24	1,299	0.4%	18
Emerald City (8B)	2,081	1.2%	82	2,839	0.8%	73
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	752	0.4%	18	1,196	0.3%	18
Hardscrabble Road (8G)	292	0.2%	13	739	0.2%	17
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,338	2.4%	299	7,748	2.2%	374
Young and Restless (11B)	291	0.2%	10	687	0.2%	15
Set to Impress (11D)	1,434	0.8%	57	3,462	1.0%	86
City Commons (11E)	2,098	1.2%	129	5,124	1.5%	158
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,335	1.3%	138	6,261	1.8%	202
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 population in the area, by Tapestry segment, to the percent of households or population 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: 41.88055
 Longitude: -87.63701

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	179,920	100.0%		346,519	100.0%	
4. Suburban Periphery	8,774	4.9%	16	15,052	4.3%	13
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)	2,096	1.2%	88	4,024	1.2%	96
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,193	0.7%	48	2,577	0.7%	58
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)	968	0.5%	72	1,670	0.5%	83
Golden Years (9B)	4,517	2.5%	187	6,781	2.0%	181
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

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

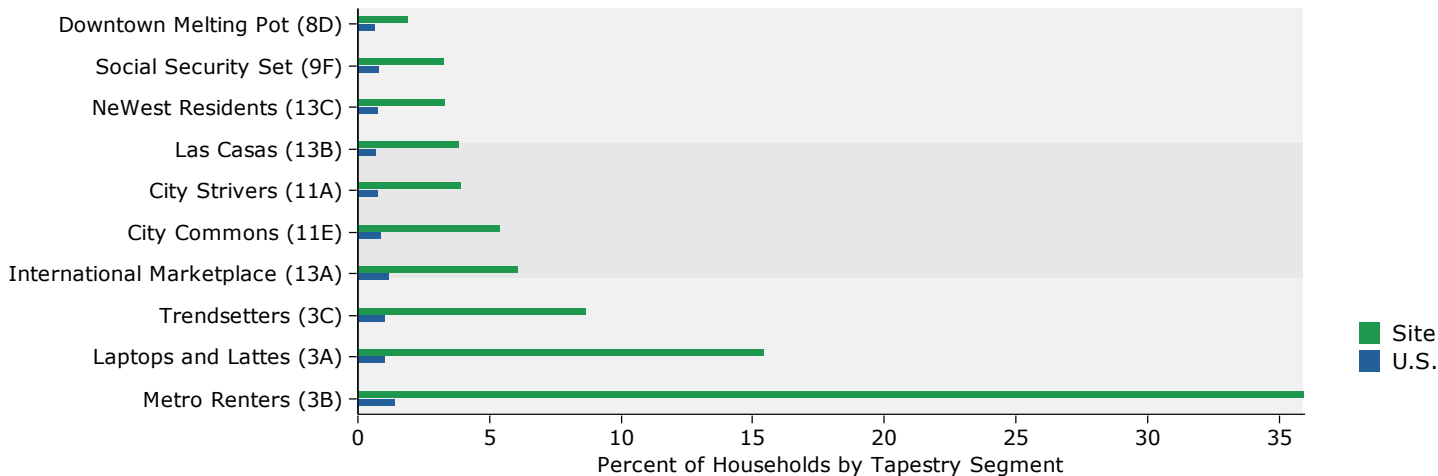
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	36.0%	36.0%	1.5%	1.5%	2427
2	Laptops and Lattes (3A)	15.5%	51.5%	1.0%	2.5%	1,476
3	Trendsetters (3C)	8.7%	60.2%	1.1%	3.6%	816
4	International Marketplace (13A)	6.1%	66.3%	1.2%	4.8%	499
5	City Commons (11E)	5.5%	71.8%	0.9%	5.7%	603
Subtotal		71.8%		5.7%		
6	City Strivers (11A)	3.9%	75.7%	0.8%	6.5%	504
7	Las Casas (13B)	3.9%	79.6%	0.7%	7.2%	524
8	NeWest Residents (13C)	3.4%	83.0%	0.8%	8.0%	440
9	Social Security Set (9F)	3.3%	86.3%	0.8%	8.8%	413
10	Downtown Melting Pot (8D)	1.9%	88.2%	0.7%	9.5%	295
Subtotal		16.4%		3.8%		
11	Fresh Ambitions (13D)	1.9%	90.1%	0.6%	10.1%	289
12	Golden Years (9B)	1.2%	91.3%	1.3%	11.4%	90
13	Young and Restless (11B)	1.0%	92.3%	1.7%	13.1%	60
14	City Lights (8A)	0.9%	93.2%	1.5%	14.6%	58
15	Emerald City (8B)	0.9%	94.1%	1.4%	16.0%	61
Subtotal		5.9%		6.5%		
16	Enterprising Professionals (2D)	0.7%	94.8%	1.4%	17.4%	54
17	Modest Income Homes (12D)	0.7%	95.5%	1.4%	18.8%	52
18	College Towns (14B)	0.7%	96.2%	0.9%	19.7%	69
19	Urban Chic (2A)	0.6%	96.8%	1.3%	21.0%	42
20	High Rise Renters (13E)	0.5%	97.3%	0.5%	21.5%	96
Subtotal		3.2%		5.5%		
Total		97.2%		21.6%		451

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

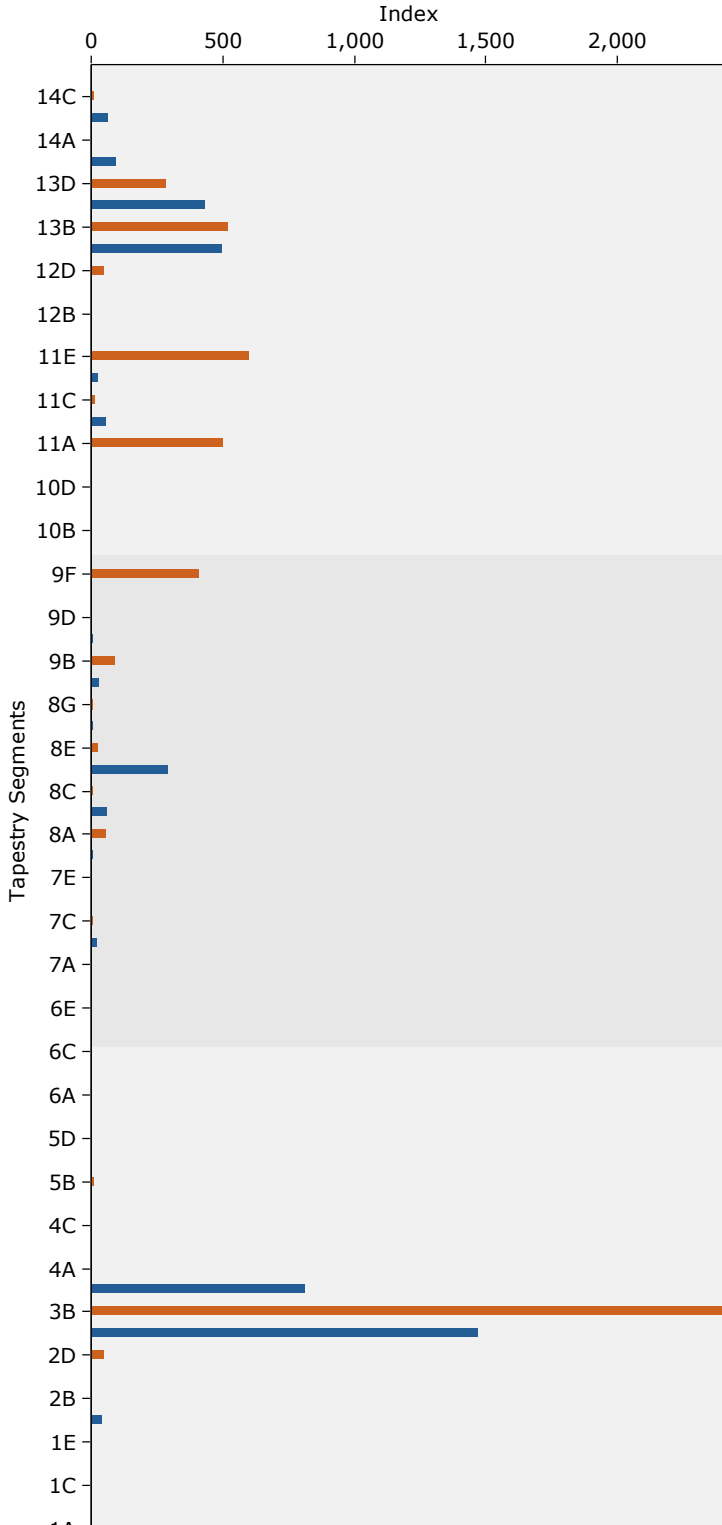


Tapestry Segmentation Area Profile

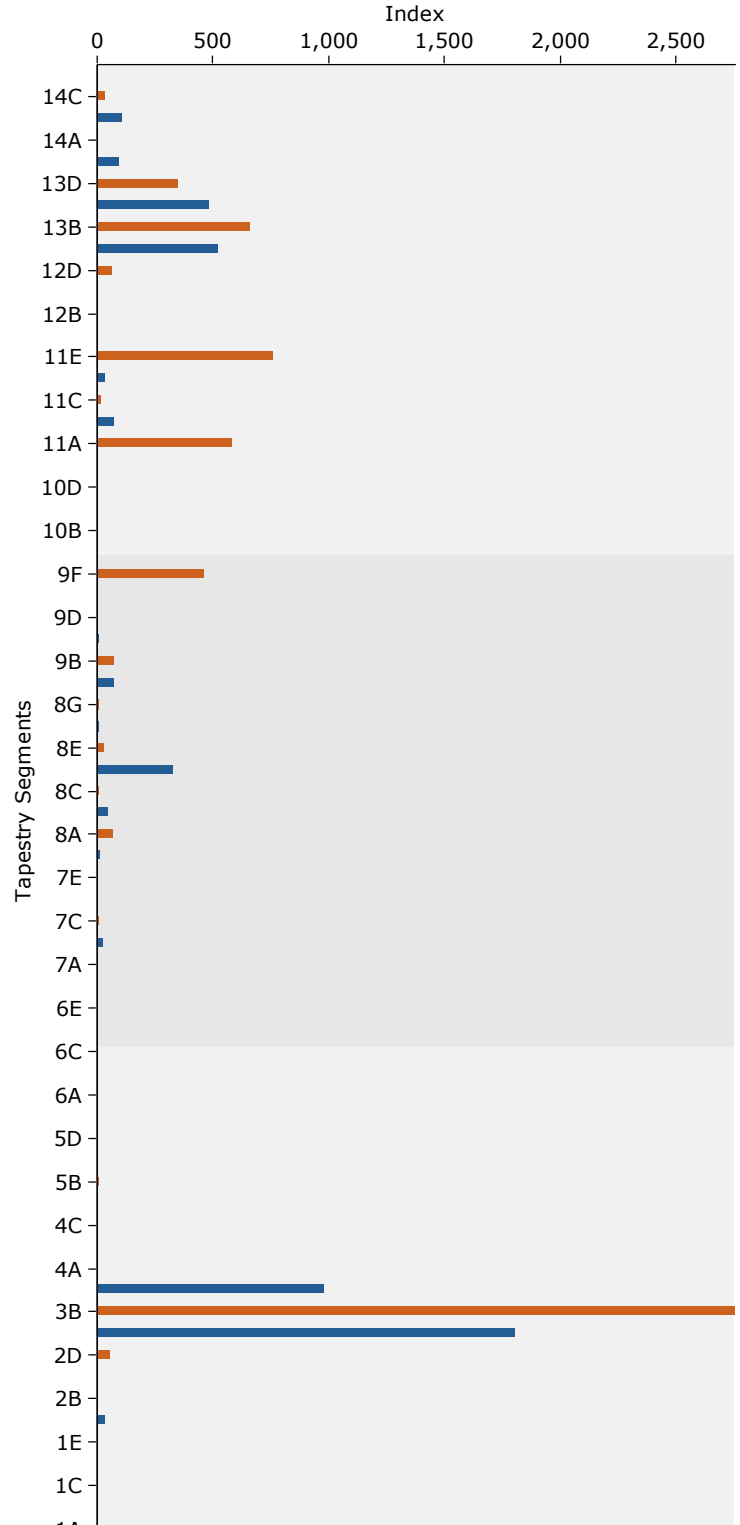
Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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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: 41.88055
 Longitude: -87.63701

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	373,339	100.0%		823,970	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	4,871	1.3%	23	10,575	1.3%	22
Urban Chic (2A)	2,096	0.6%	42	4,024	0.5%	40
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,775	0.7%	54	6,551	0.8%	62
3. Uptown Individuals	224,644	60.2%	1672	407,978	49.5%	1894
Laptops and Lattes (3A)	57,765	15.5%	1,476	113,129	13.7%	1,810
Metro Renters (3B)	134,357	36.0%	2,427	224,596	27.3%	2,759
Trendsetters (3C)	32,522	8.7%	816	70,253	8.5%	983
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	1,179	0.3%	3	1,798	0.2%	2
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,179	0.3%	14	1,798	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	1,785	0.5%	7	5,985	0.7%	8
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	942	0.3%	23	3,187	0.4%	25
American Dreamers (7C)	460	0.1%	8	1,425	0.2%	10
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)	383	0.1%	12	1,373	0.2%	16

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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	373,339	100.0%		823,970	100.0%	
8. Middle Ground	17,262	4.6%	42	41,813	5.1%	50
City Lights (8A)	3,215	0.9%	58	8,485	1.0%	71
Emerald City (8B)	3,189	0.9%	61	4,691	0.6%	51
Bright Young Professionals (8C)	896	0.2%	11	2,183	0.3%	13
Downtown Melting Pot (8D)	7,246	1.9%	295	20,186	2.4%	334
Front Porches (8E)	1,672	0.4%	28	4,333	0.5%	34
Old and Newcomers (8F)	752	0.2%	9	1,196	0.1%	8
Hardscrabble Road (8G)	292	0.1%	6	739	0.1%	7
9. Senior Styles	18,175	4.9%	85	31,661	3.8%	87
Silver & Gold (9A)	968	0.3%	35	1,670	0.2%	35
Golden Years (9B)	4,517	1.2%	90	6,781	0.8%	76
The Elders (9C)	276	0.1%	10	338	0.0%	9
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)	12,414	3.3%	413	22,872	2.8%	464
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	41,219	11.0%	179	113,520	13.8%	244
City Strivers (11A)	14,715	3.9%	504	40,041	4.9%	587
Young and Restless (11B)	3,768	1.0%	60	8,379	1.0%	77
Metro Fusion (11C)	935	0.3%	18	2,611	0.3%	23
Set to Impress (11D)	1,434	0.4%	28	3,462	0.4%	36
City Commons (11E)	20,367	5.5%	603	59,027	7.2%	764
12. Hometown	2,653	0.7%	11	7,364	0.9%	17
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)	2,653	0.7%	52	7,364	0.9%	66
13. Next Wave	58,789	15.7%	405	192,354	23.3%	477
International Marketplace (13A)	22,925	6.1%	499	62,116	7.5%	525
Las Casas (13B)	14,522	3.9%	524	63,754	7.7%	666
NeWest Residents (13C)	12,564	3.4%	440	39,268	4.8%	489
Fresh Ambitions (13D)	7,000	1.9%	289	22,781	2.8%	352
High Rise Renters (13E)	1,778	0.5%	96	4,435	0.5%	100
14. Scholars and Patriots	2,762	0.7%	46	10,922	1.3%	67
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,432	0.7%	69	8,272	1.0%	112
Dorms to Diplomas (14C)	330	0.1%	17	2,650	0.3%	41
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: 41.88055
 Longitude: -87.63701

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	373,339	100.0%		823,970	100.0%	
1. Principal Urban Center	267,947	71.8%	1032	534,689	64.9%	1002
Laptops and Lattes (3A)	57,765	15.5%	1,476	113,129	13.7%	1,810
Metro Renters (3B)	134,357	36.0%	2,427	224,596	27.3%	2,759
Trendsetters (3C)	32,522	8.7%	816	70,253	8.5%	983
Downtown Melting Pot (8D)	7,246	1.9%	295	20,186	2.4%	334
City Strivers (11A)	14,715	3.9%	504	40,041	4.9%	587
NeWest Residents (13C)	12,564	3.4%	440	39,268	4.8%	489
Fresh Ambitions (13D)	7,000	1.9%	289	22,781	2.8%	352
High Rise Renters (13E)	1,778	0.5%	96	4,435	0.5%	100
2. Urban Periphery	46,931	12.6%	74	152,498	18.5%	99
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)	942	0.3%	23	3,187	0.4%	25
American Dreamers (7C)	460	0.1%	8	1,425	0.2%	10
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	383	0.1%	12	1,373	0.2%	16
City Lights (8A)	3,215	0.9%	58	8,485	1.0%	71
Bright Young Professionals (8C)	896	0.2%	11	2,183	0.3%	13
Metro Fusion (11C)	935	0.3%	18	2,611	0.3%	23
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,653	0.7%	52	7,364	0.9%	66
International Marketplace (13A)	22,925	6.1%	499	62,116	7.5%	525
Las Casas (13B)	14,522	3.9%	524	63,754	7.7%	666
3. Metro Cities	47,829	12.8%	70	117,419	14.3%	91
In Style (5B)	1,179	0.3%	14	1,798	0.2%	11
Emerald City (8B)	3,189	0.9%	61	4,691	0.6%	51
Front Porches (8E)	1,672	0.4%	28	4,333	0.5%	34
Old and Newcomers (8F)	752	0.2%	9	1,196	0.1%	8
Hardscrabble Road (8G)	292	0.1%	6	739	0.1%	7
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	12,414	3.3%	413	22,872	2.8%	464
Young and Restless (11B)	3,768	1.0%	60	8,379	1.0%	77
Set to Impress (11D)	1,434	0.4%	28	3,462	0.4%	36
City Commons (11E)	20,367	5.5%	603	59,027	7.2%	764
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,432	0.7%	69	8,272	1.0%	112
Dorms to Diplomas (14C)	330	0.1%	17	2,650	0.3%	41

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Source: Esri



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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	373,339	100.0%		823,970	100.0%	
4. Suburban Periphery	10,632	2.8%	9	19,364	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)	2,096	0.6%	42	4,024	0.5%	40
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,775	0.7%	54	6,551	0.8%	62
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)	968	0.3%	35	1,670	0.2%	35
Golden Years (9B)	4,517	1.2%	90	6,781	0.8%	76
The Elders (9C)	276	0.1%	10	338	0.0%	9
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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