



# Tapestry Segmentation Area Profile

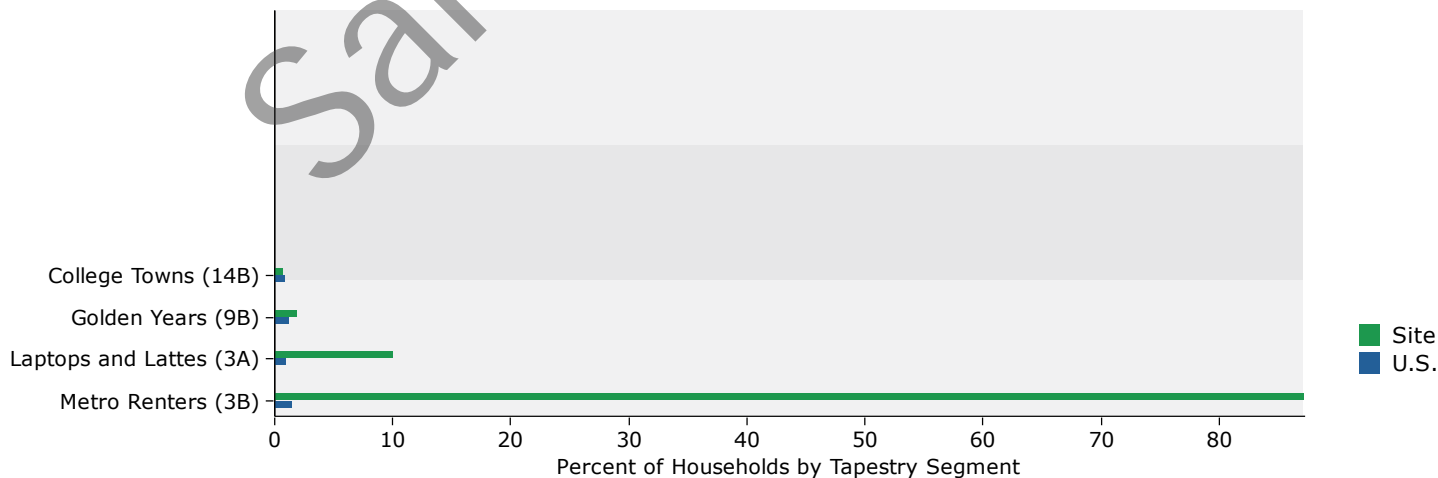
Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 1 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	87.3%	87.3%	1.5%	1.5%	5789
2	Laptops and Lattes (3A)	10.1%	97.4%	1.1%	2.6%	957
3	Golden Years (9B)	1.9%	99.3%	1.3%	3.9%	144
4	College Towns (14B)	0.7%	100.0%	0.9%	4.8%	75
<b>Subtotal</b>		<b>100.0%</b>		<b>4.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>4.8%</b>		<b>2065</b>

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

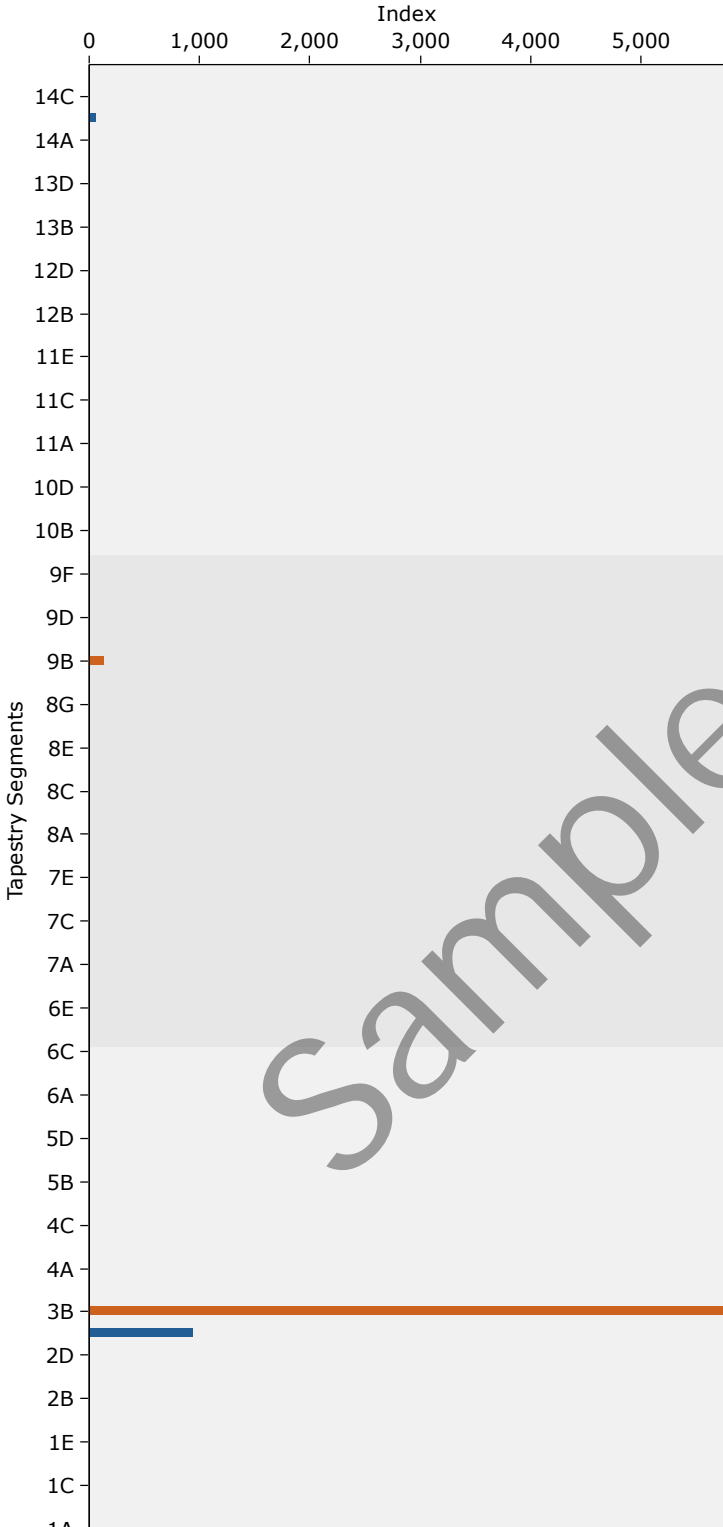


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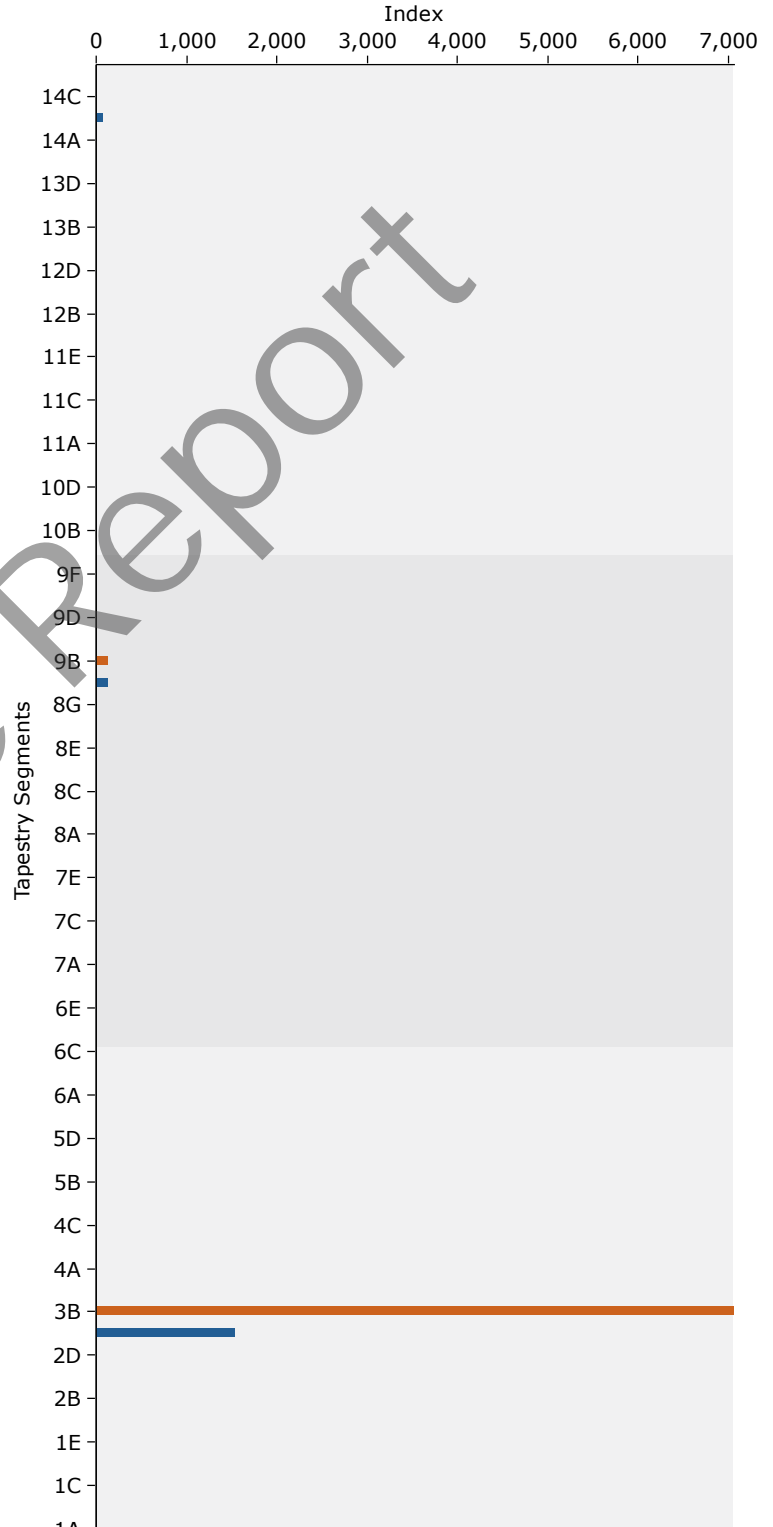
Proposed Location  
100 S Wacker Dr, Chicago, Illinois, 60606  
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### 2016 Tapestry Indexes by Households



### 2016 Tapestry Indexes by Total Population 18+



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

Sample Report  
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	34,823	100.0%		56,814	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>33,904</b>	<b>97.4%</b>	<b>2659</b>	<b>55,374</b>	<b>97.5%</b>	<b>3236</b>
Laptops and Lattes (3A)	3,505	10.1%	957	7,596	13.4%	1,546
Metro Renters (3B)	30,399	87.3%	5,789	47,778	84.1%	7,073
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	34,823	100.0%		56,814	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>9. Senior Styles</b>	<b>673</b>	<b>1.9%</b>	<b>33</b>	<b>930</b>	<b>1.6%</b>	<b>33</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	673	1.9%	144	930	1.6%	138
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
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>246</b>	<b>0.7%</b>	<b>44</b>	<b>510</b>	<b>0.9%</b>	<b>39</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	246	0.7%	75	510	0.9%	87
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	34,823	100.0%		56,814	100.0%	
<b>1. Principal Urban Center</b>	<b>33,904</b>	<b>97.4%</b>	<b>1380</b>	<b>55,374</b>	<b>97.5%</b>	<b>1470</b>
Laptops and Lattes (3A)	3,505	10.1%	957	7,596	13.4%	1,546
Metro Renters (3B)	30,399	87.3%	5,789	47,778	84.1%	7,073
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Metro Cities</b>	<b>246</b>	<b>0.7%</b>	<b>4</b>	<b>510</b>	<b>0.9%</b>	<b>5</b>
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%	75	510	0.9%	87
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	34,823	100.0%		56,814	100.0%	
<b>4. Suburban Periphery</b>	<b>673</b>	<b>1.9%</b>	<b>6</b>	<b>930</b>	<b>1.6%</b>	<b>5</b>
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)	673	1.9%	144	930	1.6%	138
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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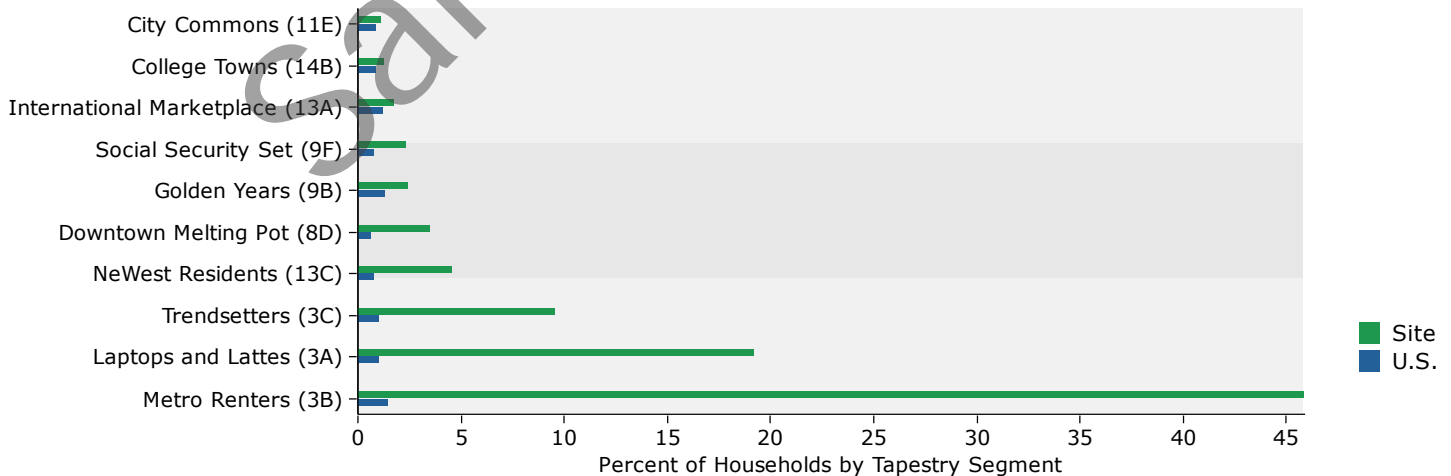
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	45.9%	45.9%	1.5%	1.5%	3045
2	Laptops and Lattes (3A)	19.2%	65.1%	1.1%	2.6%	1,828
3	Trendsetters (3C)	9.6%	74.7%	1.1%	3.7%	898
4	NeWest Residents (13C)	4.6%	79.3%	0.8%	4.5%	587
5	Downtown Melting Pot (8D)	3.5%	82.8%	0.7%	5.2%	537
<b>Subtotal</b>		<b>82.8%</b>		<b>5.2%</b>		
6	Golden Years (9B)	2.5%	85.3%	1.3%	6.5%	184
7	Social Security Set (9F)	2.4%	87.7%	0.8%	7.3%	295
8	International Marketplace (13A)	1.8%	89.5%	1.2%	8.5%	148
9	College Towns (14B)	1.3%	90.8%	0.9%	9.4%	136
10	City Commons (11E)	1.2%	92.0%	0.9%	10.3%	130
<b>Subtotal</b>		<b>9.2%</b>		<b>5.1%</b>		
11	Emerald City (8B)	1.2%	93.2%	1.4%	11.7%	81
12	City Strivers (11A)	1.1%	94.3%	0.8%	12.5%	145
13	Urban Chic (2A)	1.1%	95.4%	1.3%	13.8%	84
14	Set to Impress (11D)	0.8%	96.2%	1.4%	15.2%	56
15	High Rise Renters (13E)	0.7%	96.9%	0.5%	15.7%	146
<b>Subtotal</b>		<b>4.9%</b>		<b>5.4%</b>		
16	Enterprising Professionals (2D)	0.6%	97.5%	1.4%	17.1%	46
17	In Style (5B)	0.5%	98.0%	2.3%	19.4%	23
18	Silver & Gold (9A)	0.5%	98.5%	0.8%	20.2%	69
19	Bright Young Professionals (8C)	0.5%	99.0%	2.2%	22.4%	23
20	Old and Newcomers (8F)	0.4%	99.4%	2.3%	24.7%	18
<b>Subtotal</b>		<b>2.5%</b>		<b>9.0%</b>		
<b>Total</b>		<b>99.5%</b>		<b>24.7%</b>		<b>403</b>

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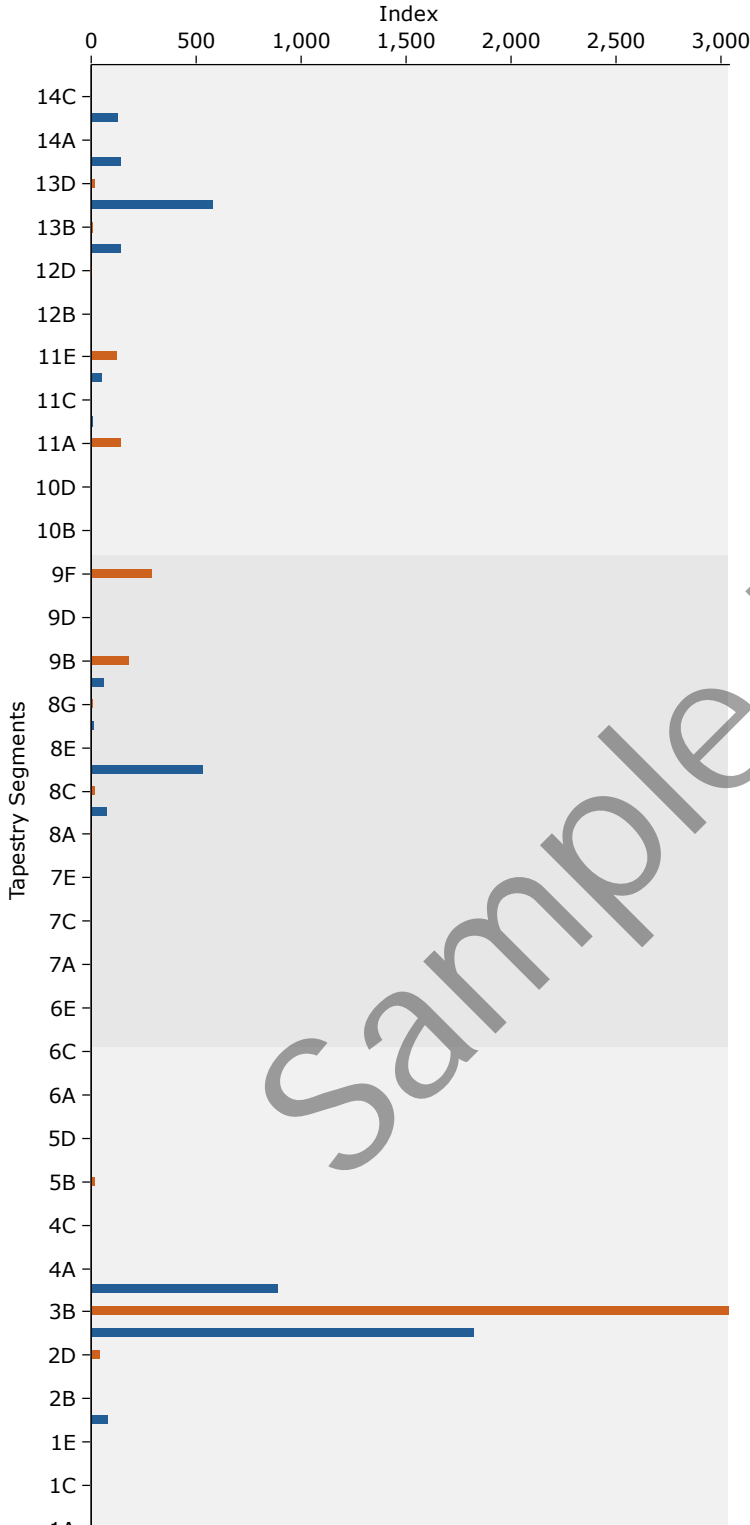


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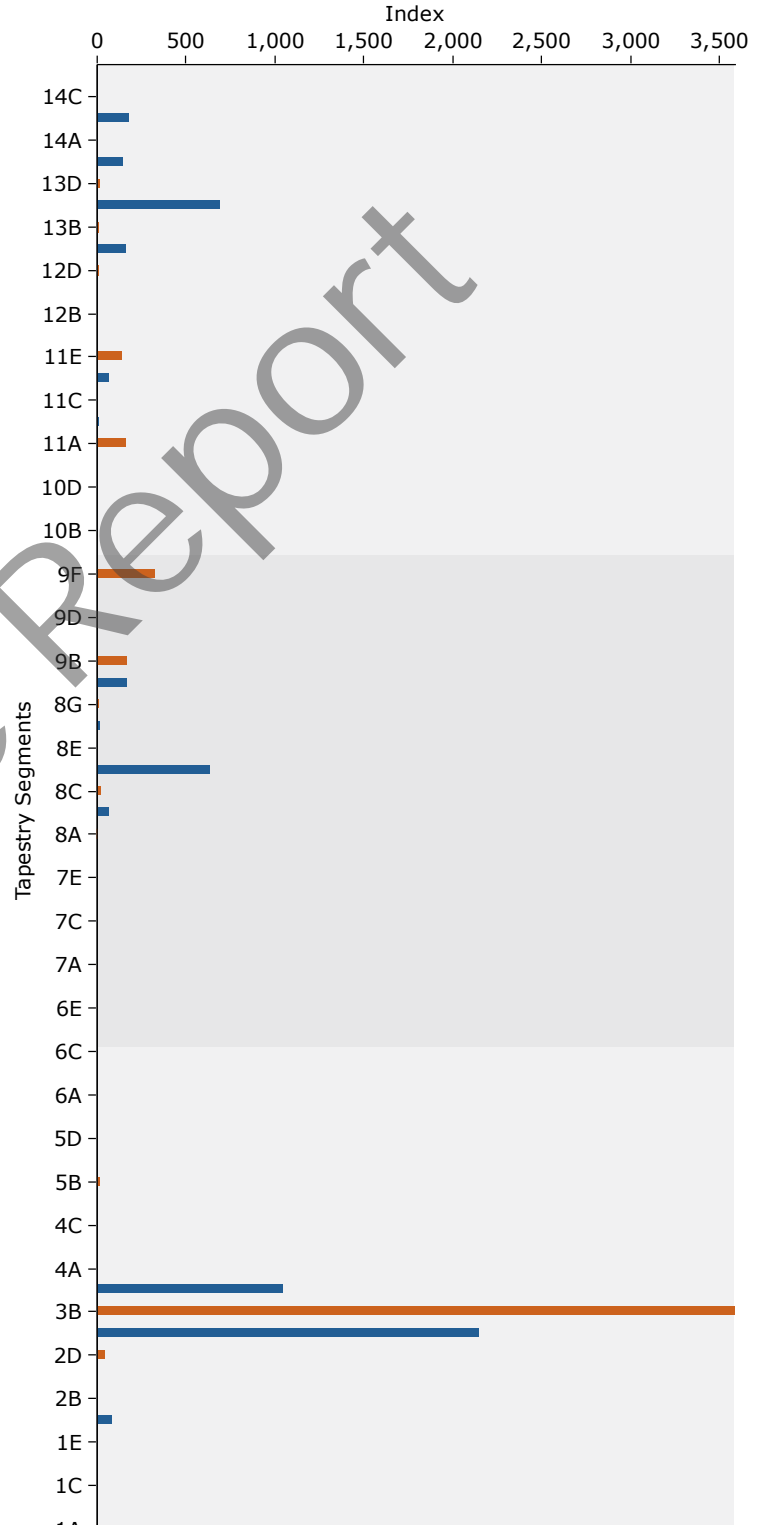
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100 S Wacker Dr, Chicago, Illinois, 60606  
Ring: 3 mile radius

Sample Report  
Latitude: 41.88055  
Longitude: -87.63701

### 2016 Tapestry Indexes by Households



### 2016 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





# 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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	182,349	100.0%		306,770	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>3,194</b>	<b>1.8%</b>	<b>31</b>	<b>5,166</b>	<b>1.7%</b>	<b>28</b>
Urban Chic (2A)	2,018	1.1%	84	3,250	1.1%	85
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,176	0.6%	46	1,916	0.6%	48
<b>3. Uptown Individuals</b>	<b>136,306</b>	<b>74.8%</b>	<b>2041</b>	<b>219,045</b>	<b>71.4%</b>	<b>2371</b>
Laptops and Lattes (3A)	35,050	19.2%	1,828	57,115	18.6%	2,154
Metro Renters (3B)	83,717	45.9%	3,045	130,979	42.7%	3,591
Trendsetters (3C)	17,539	9.6%	898	30,951	10.1%	1,052
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>958</b>	<b>0.5%</b>	<b>5</b>	<b>1,235</b>	<b>0.4%</b>	<b>4</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	958	0.5%	23	1,235	0.4%	19
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
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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: 41.88055  
 Longitude: -87.63701

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	182,349	100.0%		306,770	100.0%	
<b>8. Middle Ground</b>	<b>10,513</b>	<b>5.8%</b>	<b>52</b>	<b>20,914</b>	<b>6.8%</b>	<b>67</b>
City Lights (8A)	43	0.0%	2	108	0.0%	2
Emerald City (8B)	2,099	1.2%	81	2,708	0.9%	72
Bright Young Professionals (8C)	926	0.5%	23	1,770	0.6%	29
Downtown Melting Pot (8D)	6,422	3.5%	537	14,663	4.8%	644
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	743	0.4%	18	1,091	0.4%	18
Hardscrabble Road (8G)	280	0.2%	12	574	0.2%	16
<b>9. Senior Styles</b>	<b>9,787</b>	<b>5.4%</b>	<b>92</b>	<b>14,665</b>	<b>4.8%</b>	<b>96</b>
Silver & Gold (9A)	951	0.5%	69	1,519	0.5%	72
Golden Years (9B)	4,489	2.5%	184	6,390	2.1%	175
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)	4,347	2.4%	295	6,756	2.2%	330
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>5,844</b>	<b>3.2%</b>	<b>51</b>	<b>10,911</b>	<b>3.6%</b>	<b>65</b>
City Strivers (11A)	2,062	1.1%	145	4,113	1.3%	166
Young and Restless (11B)	230	0.1%	7	521	0.2%	12
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,421	0.8%	56	2,757	0.9%	75
City Commons (11E)	2,131	1.2%	130	3,520	1.1%	142
<b>12. Hometown</b>	<b>73</b>	<b>0.0%</b>	<b>1</b>	<b>228</b>	<b>0.1%</b>	<b>1</b>
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	228	0.1%	6
<b>13. Next Wave</b>	<b>13,339</b>	<b>7.3%</b>	<b>186</b>	<b>28,651</b>	<b>9.3%</b>	<b>209</b>
International Marketplace (13A)	3,326	1.8%	148	7,050	2.3%	166
Las Casas (13B)	83	0.0%	6	195	0.1%	6
NeWest Residents (13C)	8,321	4.6%	587	18,483	6.0%	700
Fresh Ambitions (13D)	275	0.2%	23	527	0.2%	25
High Rise Renters (13E)	1,334	0.7%	146	2,396	0.8%	152
<b>14. Scholars and Patriots</b>	<b>2,335</b>	<b>1.3%</b>	<b>79</b>	<b>5,955</b>	<b>1.9%</b>	<b>85</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,335	1.3%	136	5,955	1.9%	189
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: 41.88055  
 Longitude: -87.63701

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	182,349	100.0%		306,770	100.0%	
<b>1. Principal Urban Center</b>	<b>154,720</b>	<b>84.8%</b>	<b>1203</b>	<b>259,227</b>	<b>84.5%</b>	<b>1275</b>
Laptops and Lattes (3A)	35,050	19.2%	1,828	57,115	18.6%	2,154
Metro Renters (3B)	83,717	45.9%	3,045	130,979	42.7%	3,591
Trendsetters (3C)	17,539	9.6%	898	30,951	10.1%	1,052
Downtown Melting Pot (8D)	6,422	3.5%	537	14,663	4.8%	644
City Strivers (11A)	2,062	1.1%	145	4,113	1.3%	166
NeWest Residents (13C)	8,321	4.6%	587	18,483	6.0%	700
Fresh Ambitions (13D)	275	0.2%	23	527	0.2%	25
High Rise Renters (13E)	1,334	0.7%	146	2,396	0.8%	152
<b>2. Urban Periphery</b>	<b>4,451</b>	<b>2.4%</b>	<b>14</b>	<b>9,351</b>	<b>3.0%</b>	<b>17</b>
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)	43	0.0%	2	108	0.0%	2
Bright Young Professionals (8C)	926	0.5%	23	1,770	0.6%	29
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	228	0.1%	6
International Marketplace (13A)	3,326	1.8%	148	7,050	2.3%	166
Las Casas (13B)	83	0.0%	6	195	0.1%	6
<b>3. Metro Cities</b>	<b>14,544</b>	<b>8.0%</b>	<b>43</b>	<b>25,117</b>	<b>8.2%</b>	<b>48</b>
In Style (5B)	958	0.5%	23	1,235	0.4%	19
Emerald City (8B)	2,099	1.2%	81	2,708	0.9%	72
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	743	0.4%	18	1,091	0.4%	18
Hardscrabble Road (8G)	280	0.2%	12	574	0.2%	16
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	4,347	2.4%	295	6,756	2.2%	330
Young and Restless (11B)	230	0.1%	7	521	0.2%	12
Set to Impress (11D)	1,421	0.8%	56	2,757	0.9%	75
City Commons (11E)	2,131	1.2%	130	3,520	1.1%	142
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,335	1.3%	136	5,955	1.9%	189
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: 41.88055  
 Longitude: -87.63701

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	182,349	100.0%		306,770	100.0%	
<b>4. Suburban Periphery</b>	<b>8,634</b>	<b>4.7%</b>	<b>15</b>	<b>13,075</b>	<b>4.3%</b>	<b>13</b>
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)	2,018	1.1%	84	3,250	1.1%	85
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,176	0.6%	46	1,916	0.6%	48
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)	951	0.5%	69	1,519	0.5%	72
Golden Years (9B)	4,489	2.5%	184	6,390	2.1%	175
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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**Source:** Esri



# Tapestry Segmentation Area Profile

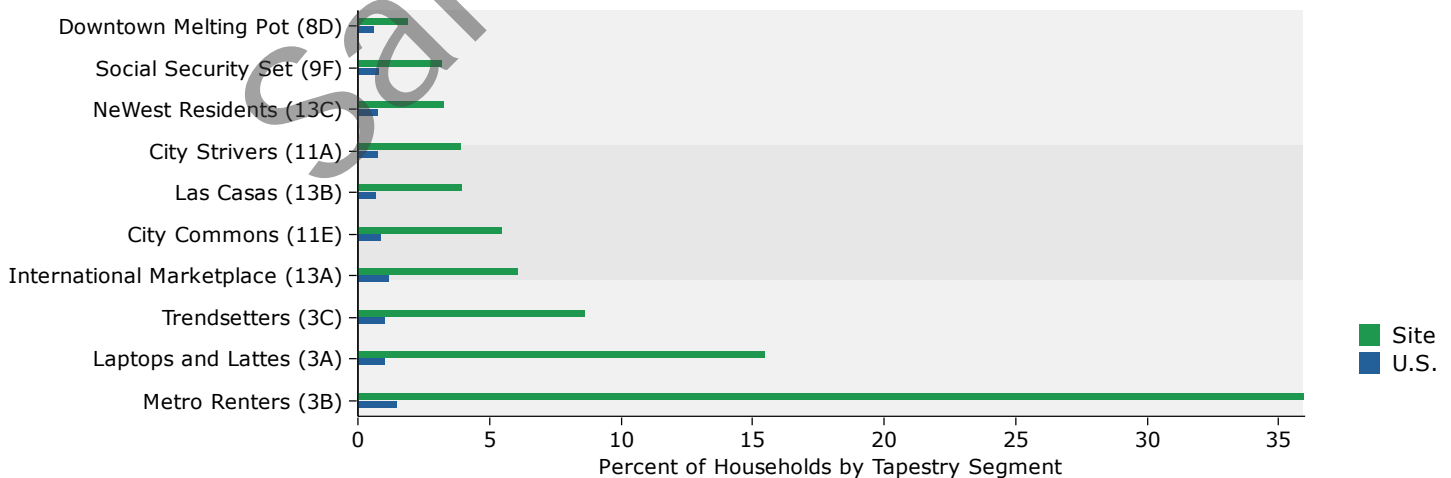
Proposed Location  
 100 S Wacker Dr, Chicago, Illinois, 60606  
 Ring: 5 mile radius

Sample Report  
 Latitude: 41.88055  
 Longitude: -87.63701

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	36.0%	36.0%	1.5%	1.5%	2388
2	Laptops and Lattes (3A)	15.5%	51.5%	1.1%	2.6%	1,474
3	Trendsetters (3C)	8.7%	60.2%	1.1%	3.7%	809
4	International Marketplace (13A)	6.1%	66.3%	1.2%	4.9%	497
5	City Commons (11E)	5.5%	71.8%	0.9%	5.8%	608
	<b>Subtotal</b>	<b>71.8%</b>		<b>5.8%</b>		
6	Las Casas (13B)	4.0%	75.8%	0.7%	6.5%	541
7	City Strivers (11A)	4.0%	79.8%	0.8%	7.3%	507
8	NeWest Residents (13C)	3.3%	83.1%	0.8%	8.1%	425
9	Social Security Set (9F)	3.2%	86.3%	0.8%	8.9%	399
10	Downtown Melting Pot (8D)	1.9%	88.2%	0.7%	9.6%	295
	<b>Subtotal</b>	<b>16.4%</b>		<b>3.8%</b>		
11	Fresh Ambitions (13D)	1.9%	90.1%	0.6%	10.2%	291
12	Golden Years (9B)	1.2%	91.3%	1.3%	11.5%	89
13	Young and Restless (11B)	1.0%	92.3%	1.7%	13.2%	58
14	City Lights (8A)	0.9%	93.2%	1.5%	14.7%	60
15	Emerald City (8B)	0.9%	94.1%	1.4%	16.1%	60
	<b>Subtotal</b>	<b>5.9%</b>		<b>6.5%</b>		
16	Enterprising Professionals (2D)	0.7%	94.8%	1.4%	17.5%	53
17	Modest Income Homes (12D)	0.7%	95.5%	1.3%	18.8%	50
18	College Towns (14B)	0.6%	96.1%	0.9%	19.7%	68
19	High Rise Renters (13E)	0.6%	96.7%	0.5%	20.2%	113
20	Urban Chic (2A)	0.5%	97.2%	1.3%	21.5%	41
	<b>Subtotal</b>	<b>3.1%</b>		<b>5.4%</b>		
	<b>Total</b>	<b>97.2%</b>		<b>21.6%</b>		<b>450</b>

## Top Ten Tapestry Segments Site vs. U.S.



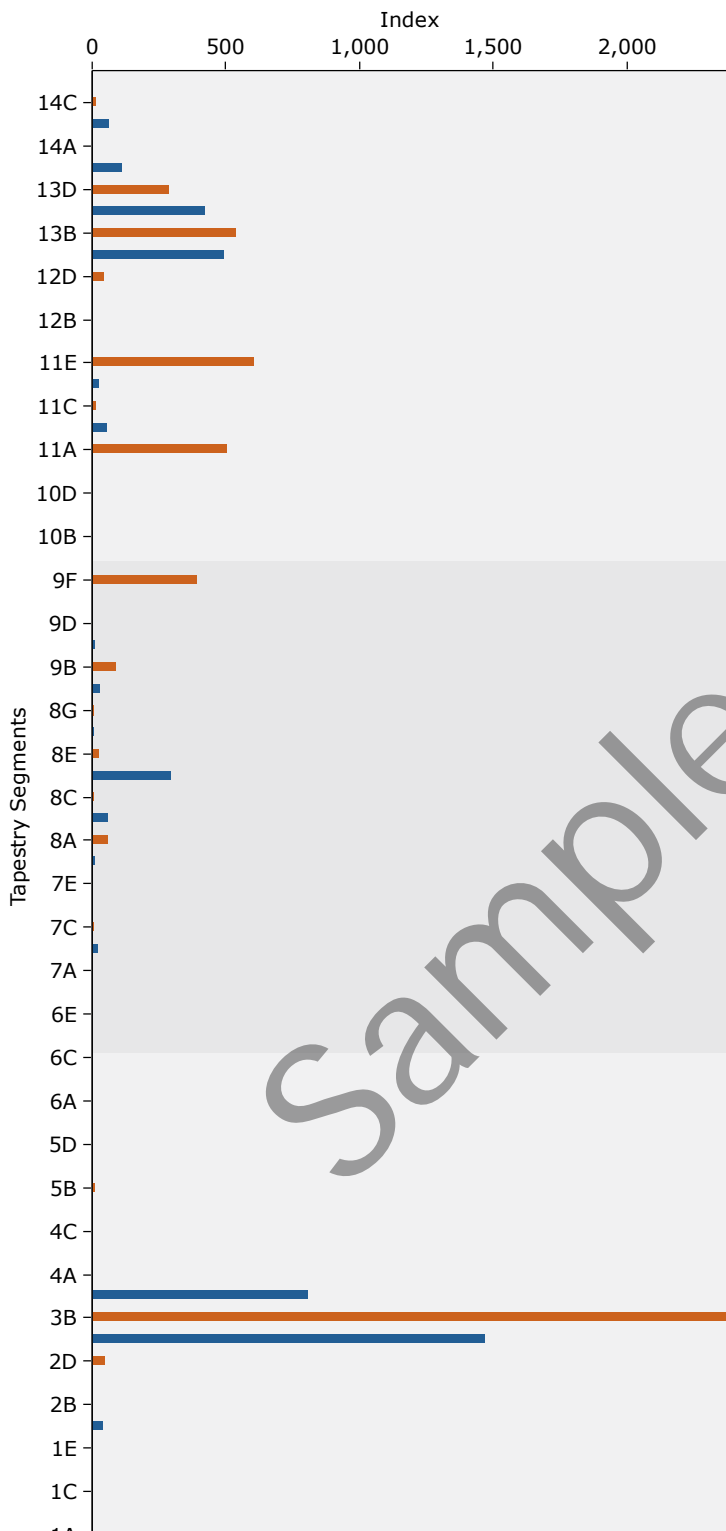
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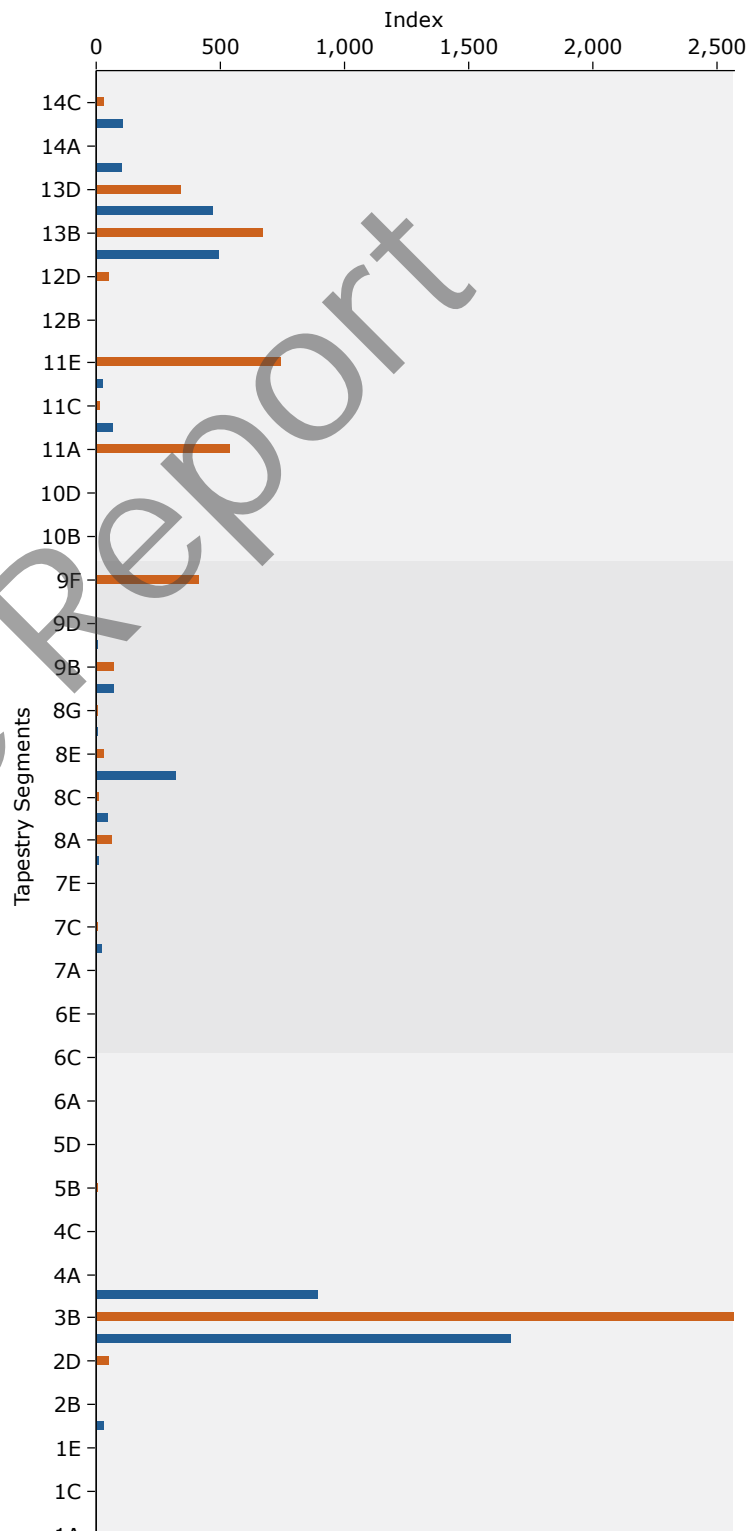
Proposed Location  
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### 2016 Tapestry Indexes by Households



### 2016 Tapestry Indexes by Total Population 18+



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# Tapestry Segmentation Area Profile

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

Sample Report  
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	377,510	100.0%		689,800	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>4,800</b>	<b>1.3%</b>	<b>22</b>	<b>8,282</b>	<b>1.2%</b>	<b>20</b>
Urban Chic (2A)	2,018	0.5%	41	3,250	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)	2,782	0.7%	53	5,032	0.7%	56
<b>3. Uptown Individuals</b>	<b>227,172</b>	<b>60.2%</b>	<b>1643</b>	<b>369,929</b>	<b>53.6%</b>	<b>1780</b>
Laptops and Lattes (3A)	58,520	15.5%	1,474	99,835	14.5%	1,674
Metro Renters (3B)	135,935	36.0%	2,388	210,853	30.6%	2,571
Trendsetters (3C)	32,717	8.7%	809	59,241	8.6%	896
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>1,170</b>	<b>0.3%</b>	<b>3</b>	<b>1,614</b>	<b>0.2%</b>	<b>2</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,170	0.3%	14	1,614	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
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>1,895</b>	<b>0.5%</b>	<b>7</b>	<b>4,635</b>	<b>0.7%</b>	<b>8</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	986	0.3%	24	2,464	0.4%	24
American Dreamers (7C)	530	0.1%	10	1,201	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)	379	0.1%	12	970	0.1%	15

**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: 41.88055  
 Longitude: -87.63701

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	377,510	100.0%		689,800	100.0%	
<b>8. Middle Ground</b>	<b>17,531</b>	<b>4.6%</b>	<b>42</b>	<b>34,944</b>	<b>5.1%</b>	<b>50</b>
City Lights (8A)	3,322	0.9%	60	6,967	1.0%	67
Emerald City (8B)	3,213	0.9%	60	4,425	0.6%	53
Bright Young Professionals (8C)	926	0.2%	11	1,770	0.3%	13
Downtown Melting Pot (8D)	7,300	1.9%	295	16,562	2.4%	324
Front Porches (8E)	1,747	0.5%	29	3,555	0.5%	34
Old and Newcomers (8F)	743	0.2%	8	1,091	0.2%	8
Hardscrabble Road (8G)	280	0.1%	6	574	0.1%	7
<b>9. Senior Styles</b>	<b>17,964</b>	<b>4.8%</b>	<b>82</b>	<b>27,643</b>	<b>4.0%</b>	<b>80</b>
Silver & Gold (9A)	951	0.3%	33	1,519	0.2%	32
Golden Years (9B)	4,489	1.2%	89	6,390	0.9%	78
The Elders (9C)	348	0.1%	13	418	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)	12,176	3.2%	399	19,316	2.8%	419
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>41,718</b>	<b>11.1%</b>	<b>177</b>	<b>83,200</b>	<b>12.1%</b>	<b>220</b>
City Strivers (11A)	14,969	4.0%	507	30,060	4.4%	540
Young and Restless (11B)	3,734	1.0%	58	6,838	1.0%	72
Metro Fusion (11C)	924	0.2%	17	1,893	0.3%	21
Set to Impress (11D)	1,421	0.4%	27	2,757	0.4%	33
City Commons (11E)	20,670	5.5%	608	41,652	6.0%	746
<b>12. Hometown</b>	<b>2,550</b>	<b>0.7%</b>	<b>11</b>	<b>5,197</b>	<b>0.8%</b>	<b>13</b>
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)	2,550	0.7%	50	5,197	0.8%	59
<b>13. Next Wave</b>	<b>59,948</b>	<b>15.9%</b>	<b>404</b>	<b>143,847</b>	<b>20.9%</b>	<b>466</b>
International Marketplace (13A)	23,105	6.1%	497	47,918	6.9%	501
Las Casas (13B)	15,119	4.0%	541	47,616	6.9%	677
NeWest Residents (13C)	12,474	3.3%	425	28,027	4.1%	472
Fresh Ambitions (13D)	7,106	1.9%	291	16,495	2.4%	345
High Rise Renters (13E)	2,144	0.6%	113	3,791	0.5%	107
<b>14. Scholars and Patriots</b>	<b>2,762</b>	<b>0.7%</b>	<b>45</b>	<b>10,509</b>	<b>1.5%</b>	<b>67</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,432	0.6%	68	7,932	1.1%	112
Dorms to Diplomas (14C)	330	0.1%	17	2,577	0.4%	38
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	377,510	100.0%		689,800	100.0%	
<b>1. Principal Urban Center</b>	<b>271,165</b>	<b>71.8%</b>	<b>1018</b>	<b>464,864</b>	<b>67.4%</b>	<b>1017</b>
Laptops and Lattes (3A)	58,520	15.5%	1,474	99,835	14.5%	1,674
Metro Renters (3B)	135,935	36.0%	2,388	210,853	30.6%	2,571
Trendsetters (3C)	32,717	8.7%	809	59,241	8.6%	896
Downtown Melting Pot (8D)	7,300	1.9%	295	16,562	2.4%	324
City Strivers (11A)	14,969	4.0%	507	30,060	4.4%	540
NeWest Residents (13C)	12,474	3.3%	425	28,027	4.1%	472
Fresh Ambitions (13D)	7,106	1.9%	291	16,495	2.4%	345
High Rise Renters (13E)	2,144	0.6%	113	3,791	0.5%	107
<b>2. Urban Periphery</b>	<b>47,841</b>	<b>12.7%</b>	<b>75</b>	<b>115,996</b>	<b>16.8%</b>	<b>94</b>
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)	986	0.3%	24	2,464	0.4%	24
American Dreamers (7C)	530	0.1%	10	1,201	0.2%	10
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	379	0.1%	12	970	0.1%	15
City Lights (8A)	3,322	0.9%	60	6,967	1.0%	67
Bright Young Professionals (8C)	926	0.2%	11	1,770	0.3%	13
Metro Fusion (11C)	924	0.2%	17	1,893	0.3%	21
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,550	0.7%	50	5,197	0.8%	59
International Marketplace (13A)	23,105	6.1%	497	47,918	6.9%	501
Las Casas (13B)	15,119	4.0%	541	47,616	6.9%	677
<b>3. Metro Cities</b>	<b>47,916</b>	<b>12.7%</b>	<b>69</b>	<b>92,331</b>	<b>13.4%</b>	<b>79</b>
In Style (5B)	1,170	0.3%	14	1,614	0.2%	11
Emerald City (8B)	3,213	0.9%	60	4,425	0.6%	53
Front Porches (8E)	1,747	0.5%	29	3,555	0.5%	34
Old and Newcomers (8F)	743	0.2%	8	1,091	0.2%	8
Hardscrabble Road (8G)	280	0.1%	6	574	0.1%	7
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	12,176	3.2%	399	19,316	2.8%	419
Young and Restless (11B)	3,734	1.0%	58	6,838	1.0%	72
Set to Impress (11D)	1,421	0.4%	27	2,757	0.4%	33
City Commons (11E)	20,670	5.5%	608	41,652	6.0%	746
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,432	0.6%	68	7,932	1.1%	112
Dorms to Diplomas (14C)	330	0.1%	17	2,577	0.4%	38

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
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<b>Total:</b>	377,510	100.0%		689,800	100.0%	
<b>4. Suburban Periphery</b>	<b>10,588</b>	<b>2.8%</b>	<b>9</b>	<b>16,609</b>	<b>2.4%</b>	<b>7</b>
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)	2,018	0.5%	41	3,250	0.5%	38
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,782	0.7%	53	5,032	0.7%	56
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)	951	0.3%	33	1,519	0.2%	32
Golden Years (9B)	4,489	1.2%	89	6,390	0.9%	78
The Elders (9C)	348	0.1%	13	418	0.1%	10
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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