



# Tapestry Segmentation Area Profile

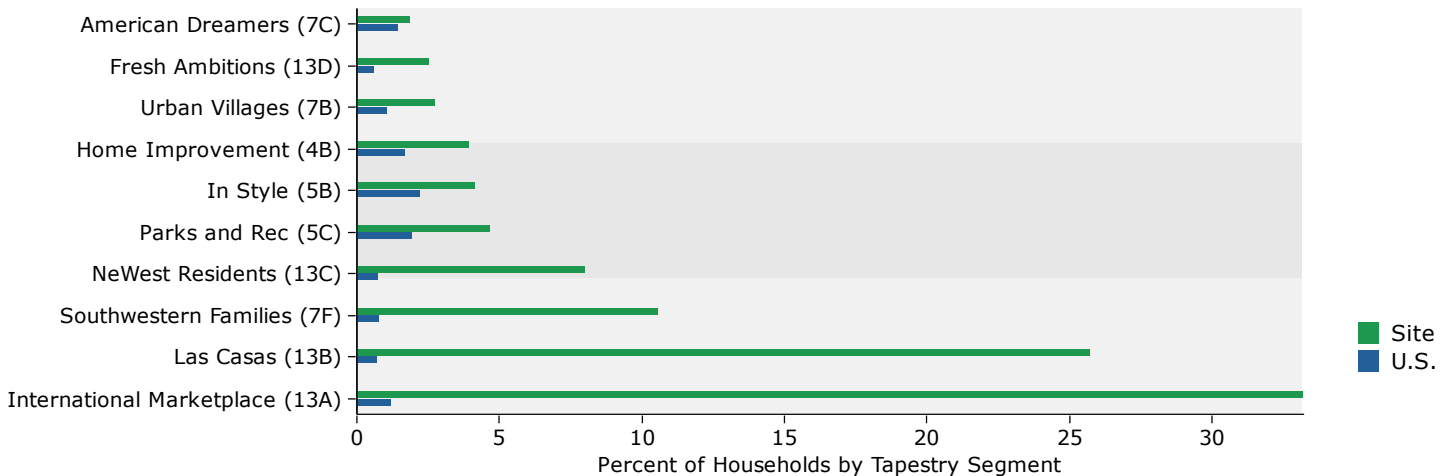
Elgin, Illinois  
 Ring: 1 mile radius

Latitude: 42.0396  
 Longitude: -88.2832

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	International Marketplace (13A)	33.2%	33.2%	1.2%	1.2%	2706
2	Las Casas (13B)	25.7%	58.9%	0.7%	1.9%	3,510
3	Southwestern Families (7F)	10.6%	69.5%	0.8%	2.7%	1,286
4	NeWest Residents (13C)	8.1%	77.6%	0.8%	3.5%	1,030
5	Parks and Rec (5C)	4.7%	82.3%	2.0%	5.5%	238
<b>Subtotal</b>		<b>82.3%</b>		<b>5.5%</b>		
6	In Style (5B)	4.2%	86.5%	2.2%	7.7%	186
7	Home Improvement (4B)	4.0%	90.5%	1.7%	9.4%	231
8	Urban Villages (7B)	2.8%	93.3%	1.1%	10.5%	261
9	Fresh Ambitions (13D)	2.6%	95.9%	0.6%	11.1%	400
10	American Dreamers (7C)	1.9%	97.8%	1.5%	12.6%	128
<b>Subtotal</b>		<b>15.5%</b>		<b>7.1%</b>		
11	Barrios Urbanos (7D)	1.4%	99.2%	1.0%	13.6%	131
12	Front Porches (8E)	1.0%	100.2%	1.6%	15.2%	62
<b>Subtotal</b>		<b>2.4%</b>		<b>2.6%</b>		
<b>Total</b>		<b>100.0%</b>		<b>15.3%</b>		<b>653</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

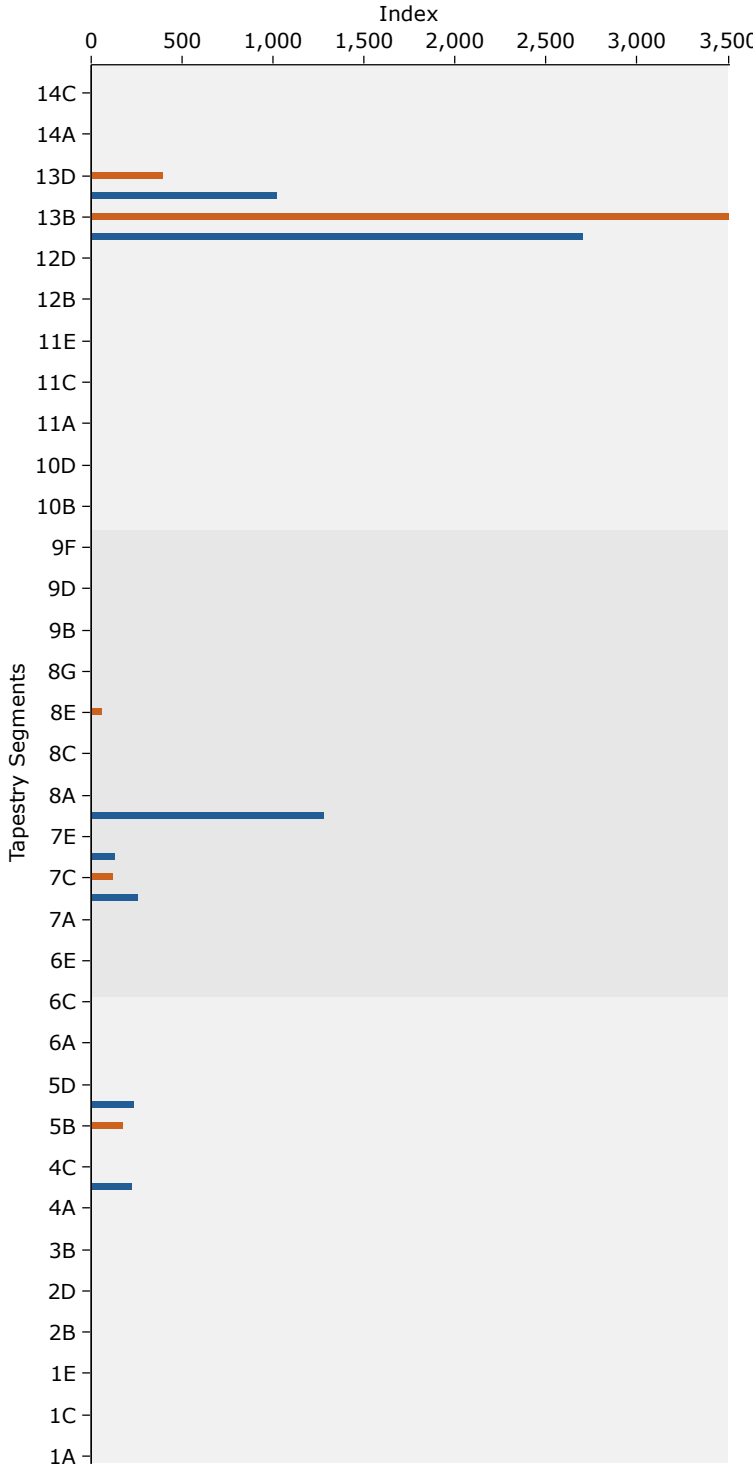


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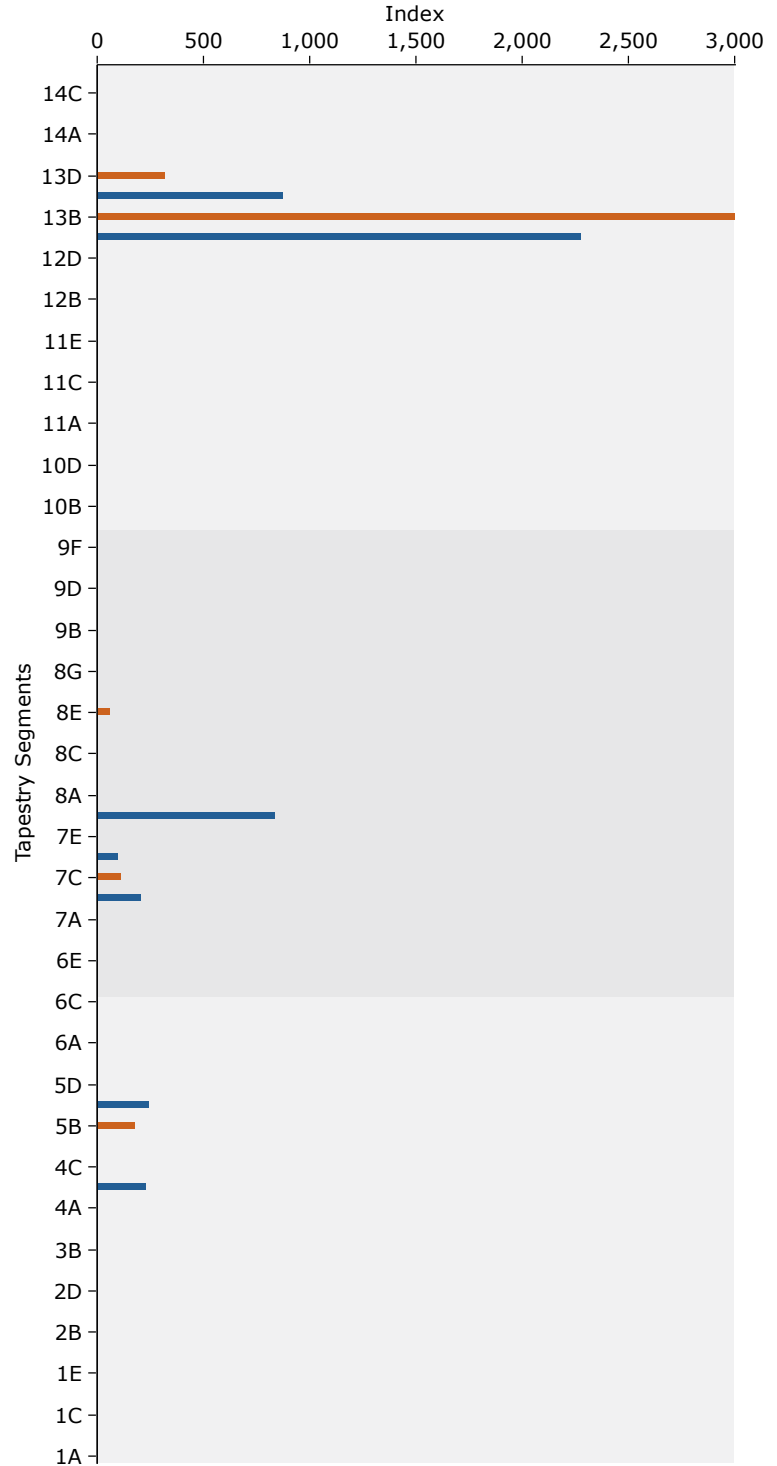
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### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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# Tapestry Segmentation Area Profile

Elgin, Illinois  
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Latitude: 42.0396  
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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,999	100.0%		18,480	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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>316</b>	<b>4.0%</b>	<b>53</b>	<b>797</b>	<b>4.3%</b>	<b>55</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	316	4.0%	231	797	4.3%	234
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>712</b>	<b>8.9%</b>	<b>78</b>	<b>1,588</b>	<b>8.6%</b>	<b>79</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	335	4.2%	186	707	3.8%	182
Parks and Rec (5C)	377	4.7%	238	881	4.8%	247
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>1,330</b>	<b>16.6%</b>	<b>235</b>	<b>2,655</b>	<b>14.4%</b>	<b>175</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	222	2.8%	261	569	3.1%	211
American Dreamers (7C)	151	1.9%	128	360	1.9%	117
Barrios Urbanos (7D)	109	1.4%	131	243	1.3%	105
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	848	10.6%	1,286	1,483	8.0%	844

**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.

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Elgin, Illinois  
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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,999	100.0%		18,480	100.0%	
<b>8. Middle Ground</b>	<b>78</b>	<b>1.0%</b>	<b>9</b>	<b>179</b>	<b>1.0%</b>	<b>10</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)	78	1.0%	62	179	1.0%	64
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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	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>5,563</b>	<b>69.5%</b>	<b>1,794</b>	<b>13,261</b>	<b>71.8%</b>	<b>1,612</b>
International Marketplace (13A)	2,658	33.2%	2,706	5,833	31.6%	2,285
Las Casas (13B)	2,057	25.7%	3,510	5,608	30.3%	3,007
NeWest Residents (13C)	644	8.1%	1,030	1,410	7.6%	880
Fresh Ambitions (13D)	204	2.6%	400	410	2.2%	324
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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Elgin, Illinois  
Ring: 1 mile radius

Latitude: 42.0396  
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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,999	100.0%		18,480	100.0%	
<b>1. Principal Urban Center</b>	<b>848</b>	<b>10.6%</b>	<b>148</b>	<b>1,820</b>	<b>9.8%</b>	<b>146</b>
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)	644	8.1%	1,030	1,410	7.6%	880
Fresh Ambitions (13D)	204	2.6%	400	410	2.2%	324
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>6,045</b>	<b>75.6%</b>	<b>452</b>	<b>14,096</b>	<b>76.3%</b>	<b>428</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)	222	2.8%	261	569	3.1%	211
American Dreamers (7C)	151	1.9%	128	360	1.9%	117
Barrios Urbanos (7D)	109	1.4%	131	243	1.3%	105
Southwestern Families (7F)	848	10.6%	1,286	1,483	8.0%	844
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)	2,658	33.2%	2,706	5,833	31.6%	2,285
Las Casas (13B)	2,057	25.7%	3,510	5,608	30.3%	3,007
<b>3. Metro Cities</b>	<b>413</b>	<b>5.2%</b>	<b>28</b>	<b>886</b>	<b>4.8%</b>	<b>28</b>
In Style (5B)	335	4.2%	186	707	3.8%	182
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	78	1.0%	62	179	1.0%	64
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)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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
<b>Total:</b>	7,999	100.0%		18,480	100.0%	
<b>4. Suburban Periphery</b>	<b>693</b>	<b>8.7%</b>	<b>27</b>	<b>1,678</b>	<b>9.1%</b>	<b>28</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)	316	4.0%	231	797	4.3%	234
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	377	4.7%	238	881	4.8%	247
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)	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
<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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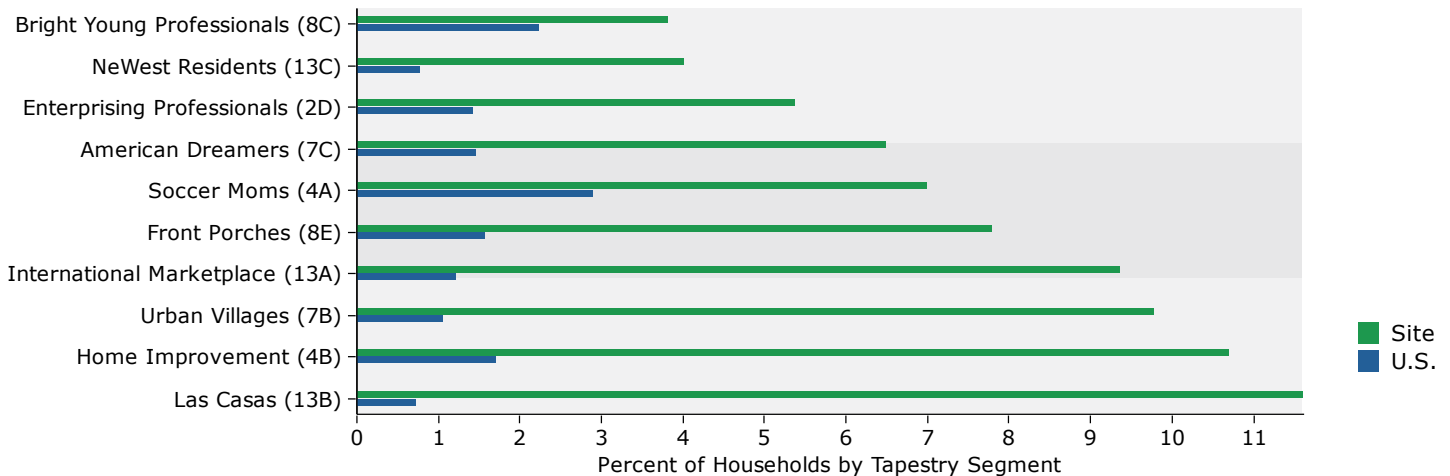
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Las Casas (13B)	11.6%	11.6%	0.7%	0.7%	1586
2	Home Improvement (4B)	10.7%	22.3%	1.7%	2.4%	625
3	Urban Villages (7B)	9.8%	32.1%	1.1%	3.5%	921
4	International Marketplace (13A)	9.4%	41.5%	1.2%	4.7%	764
5	Front Porches (8E)	7.8%	49.3%	1.6%	6.3%	493
	<b>Subtotal</b>	<b>49.3%</b>		<b>6.3%</b>		
6	Soccer Moms (4A)	7.0%	56.3%	2.9%	9.2%	241
7	American Dreamers (7C)	6.5%	62.8%	1.5%	10.7%	441
8	Enterprising Professionals (2D)	5.4%	68.2%	1.4%	12.1%	376
9	NeWest Residents (13C)	4.0%	72.2%	0.8%	12.9%	514
10	Bright Young Professionals (8C)	3.8%	76.0%	2.2%	15.1%	171
	<b>Subtotal</b>	<b>26.7%</b>		<b>8.8%</b>		
11	Metro Fusion (11C)	3.7%	79.7%	1.4%	16.5%	259
12	Parks and Rec (5C)	3.3%	83.0%	2.0%	18.5%	169
13	Southwestern Families (7F)	2.6%	85.6%	0.8%	19.3%	312
14	Comfortable Empty Nesters (5A)	2.1%	87.7%	2.5%	21.8%	87
15	Middleburg (4C)	2.1%	89.8%	2.9%	24.7%	74
	<b>Subtotal</b>	<b>13.8%</b>		<b>9.6%</b>		
16	Barrios Urbanos (7D)	1.7%	91.5%	1.0%	25.7%	161
17	Retirement Communities (9E)	1.6%	93.1%	1.2%	26.9%	136
18	In Style (5B)	1.4%	94.5%	2.2%	29.1%	63
19	Exurbanites (1E)	1.4%	95.9%	1.9%	31.0%	70
20	City Lights (8A)	1.2%	97.1%	1.5%	32.5%	85
	<b>Subtotal</b>	<b>7.3%</b>		<b>7.8%</b>		
	<b>Total</b>	<b>97.2%</b>		<b>32.6%</b>		<b>298</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

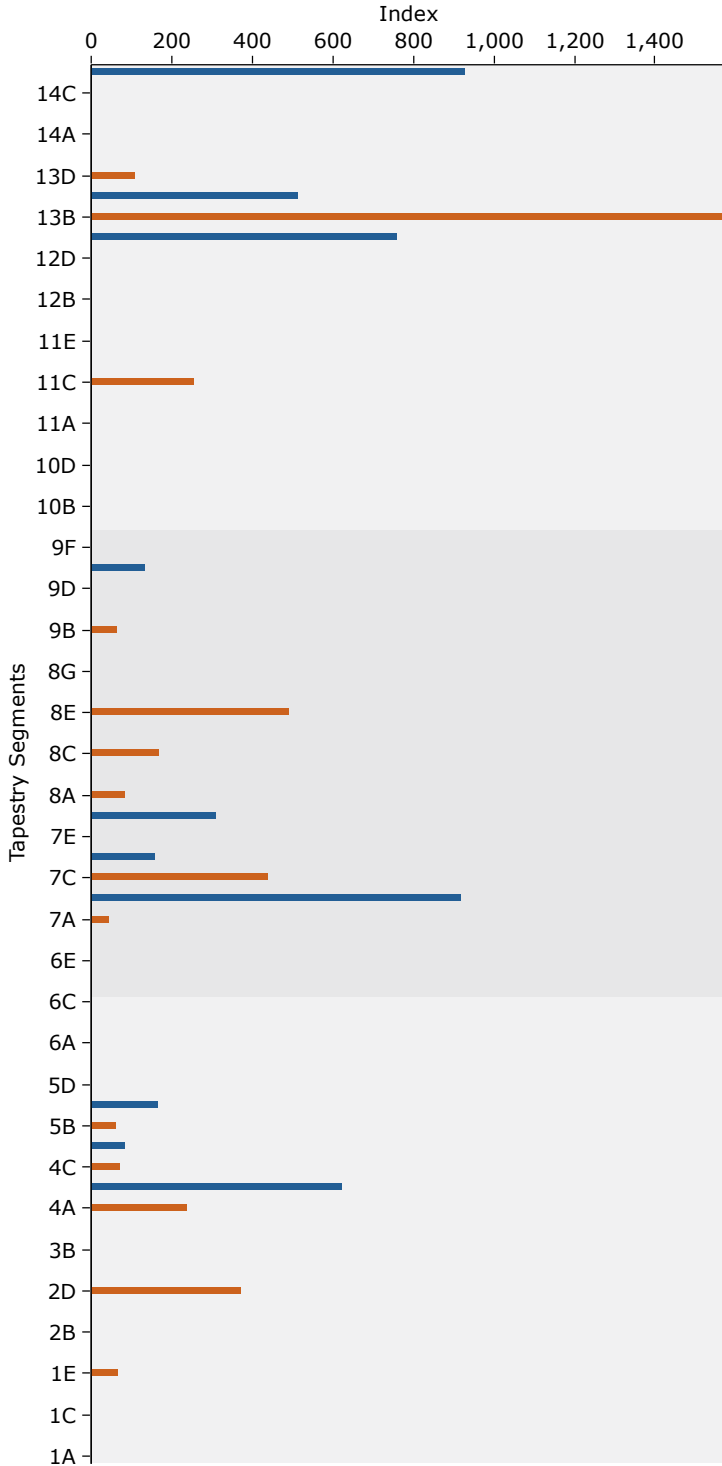


# Tapestry Segmentation Area Profile

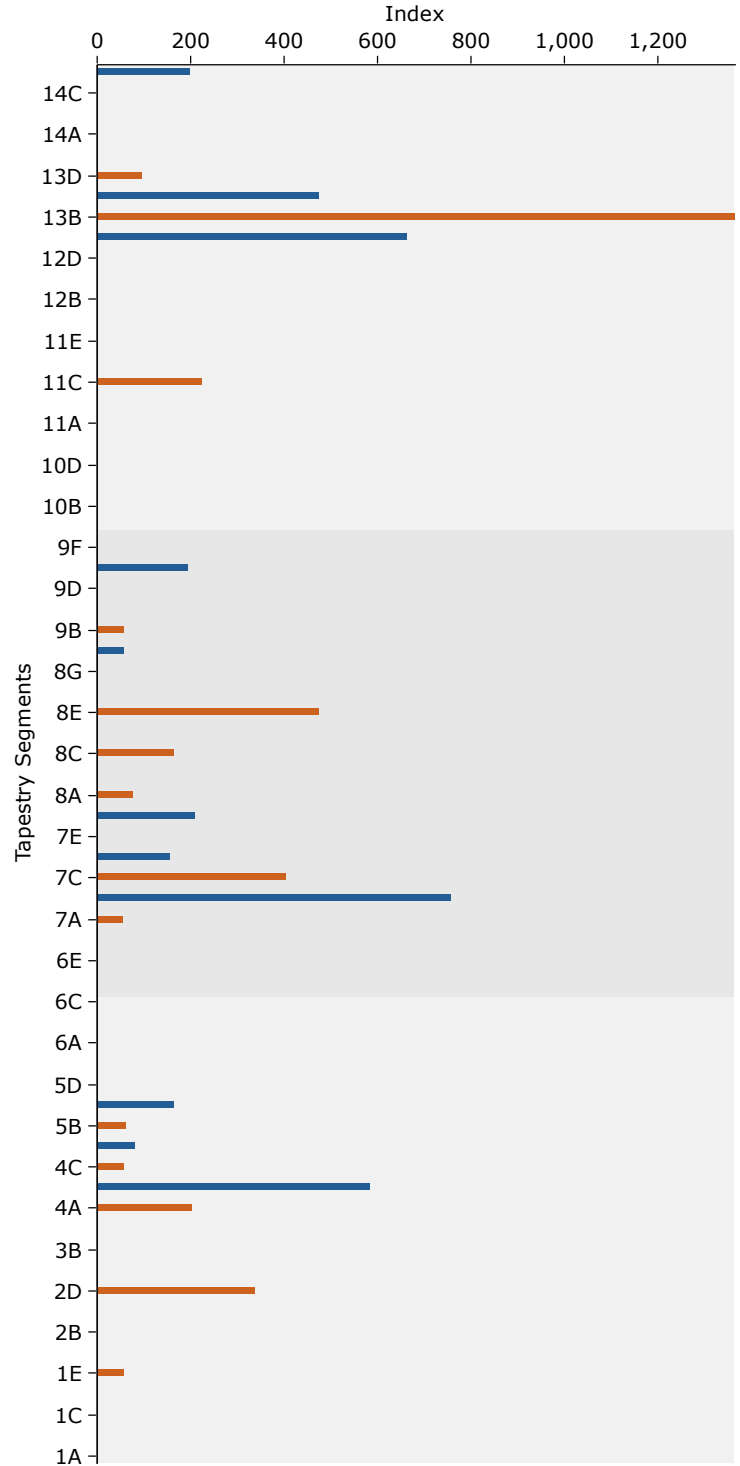
Elgin, Illinois  
Ring: 3 mile radius

Latitude: 42.0396  
Longitude: -88.2832

### 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





# Tapestry Segmentation Area Profile

Elgin, Illinois  
Ring: 3 mile radius

Latitude: 42.0396  
Longitude: -88.2832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	32,935	100.0%		73,981	100.0%	
<b>1. Affluent Estates</b>	<b>448</b>	<b>1.4%</b>	<b>14</b>	<b>852</b>	<b>1.2%</b>	<b>11</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)	448	1.4%	70	852	1.2%	59
<b>2. Upscale Avenues</b>	<b>1,772</b>	<b>5.4%</b>	<b>95</b>	<b>3,342</b>	<b>4.5%</b>	<b>76</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)	1,772	5.4%	376	3,342	4.5%	339
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>6,535</b>	<b>19.8%</b>	<b>265</b>	<b>13,968</b>	<b>18.9%</b>	<b>242</b>
Soccer Moms (4A)	2,307	7.0%	241	4,686	6.3%	205
Home Improvement (4B)	3,528	10.7%	625	7,990	10.8%	585
Middleburg (4C)	700	2.1%	74	1,292	1.7%	61
<b>5. GenXurban</b>	<b>2,270</b>	<b>6.9%</b>	<b>61</b>	<b>4,824</b>	<b>6.5%</b>	<b>60</b>
Comfortable Empty Nesters (5A)	701	2.1%	87	1,468	2.0%	81
In Style (5B)	466	1.4%	63	986	1.3%	64
Parks and Rec (5C)	1,103	3.3%	169	2,370	3.2%	166
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>7,153</b>	<b>21.7%</b>	<b>307</b>	<b>17,224</b>	<b>23.3%</b>	<b>284</b>
Up and Coming Families (7A)	386	1.2%	48	1,083	1.5%	57
Urban Villages (7B)	3,224	9.8%	921	8,186	11.1%	757
American Dreamers (7C)	2,143	6.5%	441	5,012	6.8%	405
Barrios Urbanos (7D)	552	1.7%	161	1,460	2.0%	158
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	848	2.6%	312	1,483	2.0%	211

**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

Elgin, Illinois  
Ring: 3 mile radius

Latitude: 42.0396  
Longitude: -88.2832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	32,935	100.0%		73,981	100.0%	
<b>8. Middle Ground</b>	<b>4,241</b>	<b>12.9%</b>	<b>118</b>	<b>8,718</b>	<b>11.8%</b>	<b>116</b>
City Lights (8A)	406	1.2%	85	875	1.2%	80
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,264	3.8%	171	2,514	3.4%	168
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,571	7.8%	493	5,329	7.2%	475
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>831</b>	<b>2.5%</b>	<b>44</b>	<b>2,000</b>	<b>2.7%</b>	<b>54</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	290	0.9%	66	533	0.7%	61
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)	541	1.6%	136	1,467	2.0%	196
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>1,205</b>	<b>3.7%</b>	<b>59</b>	<b>2,201</b>	<b>3.0%</b>	<b>54</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)	1,205	3.7%	259	2,201	3.0%	228
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>8,476</b>	<b>25.7%</b>	<b>664</b>	<b>20,537</b>	<b>27.8%</b>	<b>624</b>
International Marketplace (13A)	3,090	9.4%	764	6,787	9.2%	664
Las Casas (13B)	3,827	11.6%	1,586	10,203	13.8%	1,366
NeWest Residents (13C)	1,323	4.0%	514	3,045	4.1%	475
Fresh Ambitions (13D)	236	0.7%	112	502	0.7%	99
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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%	930	315	0.4%	200

**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

Elgin, Illinois  
 Ring: 3 mile radius

Latitude: 42.0396  
 Longitude: -88.2832

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	32,935	100.0%		73,981	100.0%	
<b>1. Principal Urban Center</b>	<b>1,559</b>	<b>4.7%</b>	<b>66</b>	<b>3,547</b>	<b>4.8%</b>	<b>71</b>
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)	1,323	4.0%	514	3,045	4.1%	475
Fresh Ambitions (13D)	236	0.7%	112	502	0.7%	99
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>16,559</b>	<b>50.3%</b>	<b>300</b>	<b>38,721</b>	<b>52.3%</b>	<b>294</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)	3,224	9.8%	921	8,186	11.1%	757
American Dreamers (7C)	2,143	6.5%	441	5,012	6.8%	405
Barrios Urbanos (7D)	552	1.7%	161	1,460	2.0%	158
Southwestern Families (7F)	848	2.6%	312	1,483	2.0%	211
City Lights (8A)	406	1.2%	85	875	1.2%	80
Bright Young Professionals (8C)	1,264	3.8%	171	2,514	3.4%	168
Metro Fusion (11C)	1,205	3.7%	259	2,201	3.0%	228
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)	3,090	9.4%	764	6,787	9.2%	664
Las Casas (13B)	3,827	11.6%	1,586	10,203	13.8%	1,366
<b>3. Metro Cities</b>	<b>3,578</b>	<b>10.9%</b>	<b>60</b>	<b>7,782</b>	<b>10.5%</b>	<b>62</b>
In Style (5B)	466	1.4%	63	986	1.3%	64
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,571	7.8%	493	5,329	7.2%	475
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)	541	1.6%	136	1,467	2.0%	196
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

**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

Elgin, Illinois  
Ring: 3 mile radius

Latitude: 42.0396  
Longitude: -88.2832

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	32,935	100.0%		73,981	100.0%	
<b>4. Suburban Periphery</b>	<b>10,535</b>	<b>32.0%</b>	<b>101</b>	<b>22,324</b>	<b>30.2%</b>	<b>93</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)	448	1.4%	70	852	1.2%	59
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,772	5.4%	376	3,342	4.5%	339
Soccer Moms (4A)	2,307	7.0%	241	4,686	6.3%	205
Home Improvement (4B)	3,528	10.7%	625	7,990	10.8%	585
Comfortable Empty Nesters (5A)	701	2.1%	87	1,468	2.0%	81
Parks and Rec (5C)	1,103	3.3%	169	2,370	3.2%	166
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	386	1.2%	48	1,083	1.5%	57
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	290	0.9%	66	533	0.7%	61
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>700</b>	<b>2.1%</b>	<b>23</b>	<b>1,292</b>	<b>1.7%</b>	<b>19</b>
Middleburg (4C)	700	2.1%	74	1,292	1.7%	61
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)	4	0.0%	930	315	0.4%	200

**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

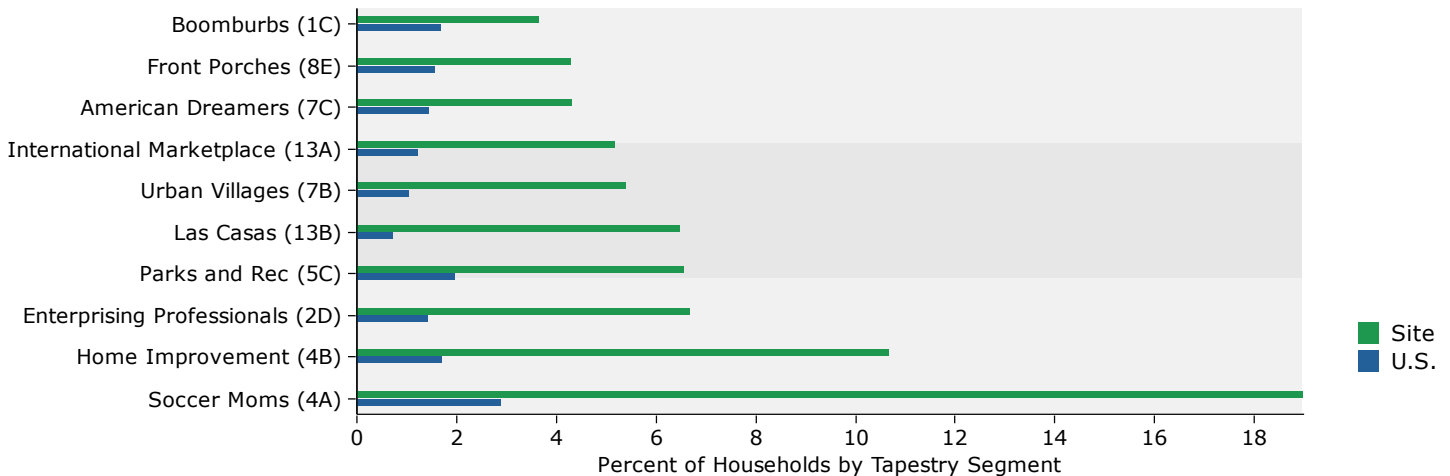
Elgin, Illinois  
Ring: 5 mile radius

Latitude: 42.0396  
Longitude: -88.2832

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	19.0%	19.0%	2.9%	2.9%	655
2	Home Improvement (4B)	10.7%	29.7%	1.7%	4.6%	623
3	Enterprising Professionals (2D)	6.7%	36.4%	1.4%	6.0%	468
4	Parks and Rec (5C)	6.6%	43.0%	2.0%	8.0%	332
5	Las Casas (13B)	6.5%	49.5%	0.7%	8.7%	888
<b>Subtotal</b>		<b>49.5%</b>		<b>8.7%</b>		
6	Urban Villages (7B)	5.4%	54.9%	1.1%	9.8%	509
7	International Marketplace (13A)	5.2%	60.1%	1.2%	11.0%	422
8	American Dreamers (7C)	4.3%	64.4%	1.5%	12.5%	294
9	Front Porches (8E)	4.3%	68.7%	1.6%	14.1%	272
10	Boomburbs (1C)	3.7%	72.4%	1.7%	15.8%	218
<b>Subtotal</b>		<b>22.9%</b>		<b>7.1%</b>		
11	Savvy Suburbanites (1D)	3.5%	75.9%	3.0%	18.8%	120
12	Professional Pride (1B)	3.1%	79.0%	1.6%	20.4%	192
13	Up and Coming Families (7A)	3.0%	82.0%	2.4%	22.8%	126
14	Bright Young Professionals (8C)	2.7%	84.7%	2.2%	25.0%	122
15	NeWest Residents (13C)	2.4%	87.1%	0.8%	25.8%	302
<b>Subtotal</b>		<b>14.7%</b>		<b>10.0%</b>		
16	Metro Fusion (11C)	2.3%	89.4%	1.4%	27.2%	165
17	Southwestern Families (7F)	1.4%	90.8%	0.8%	28.0%	172
18	Comfortable Empty Nesters (5A)	1.3%	92.1%	2.5%	30.5%	52
19	Middleburg (4C)	1.2%	93.3%	2.9%	33.4%	42
20	City Lights (8A)	1.2%	94.5%	1.5%	34.9%	79
<b>Subtotal</b>		<b>7.4%</b>		<b>9.1%</b>		
<b>Total</b>		<b>94.6%</b>		<b>34.9%</b>		<b>271</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

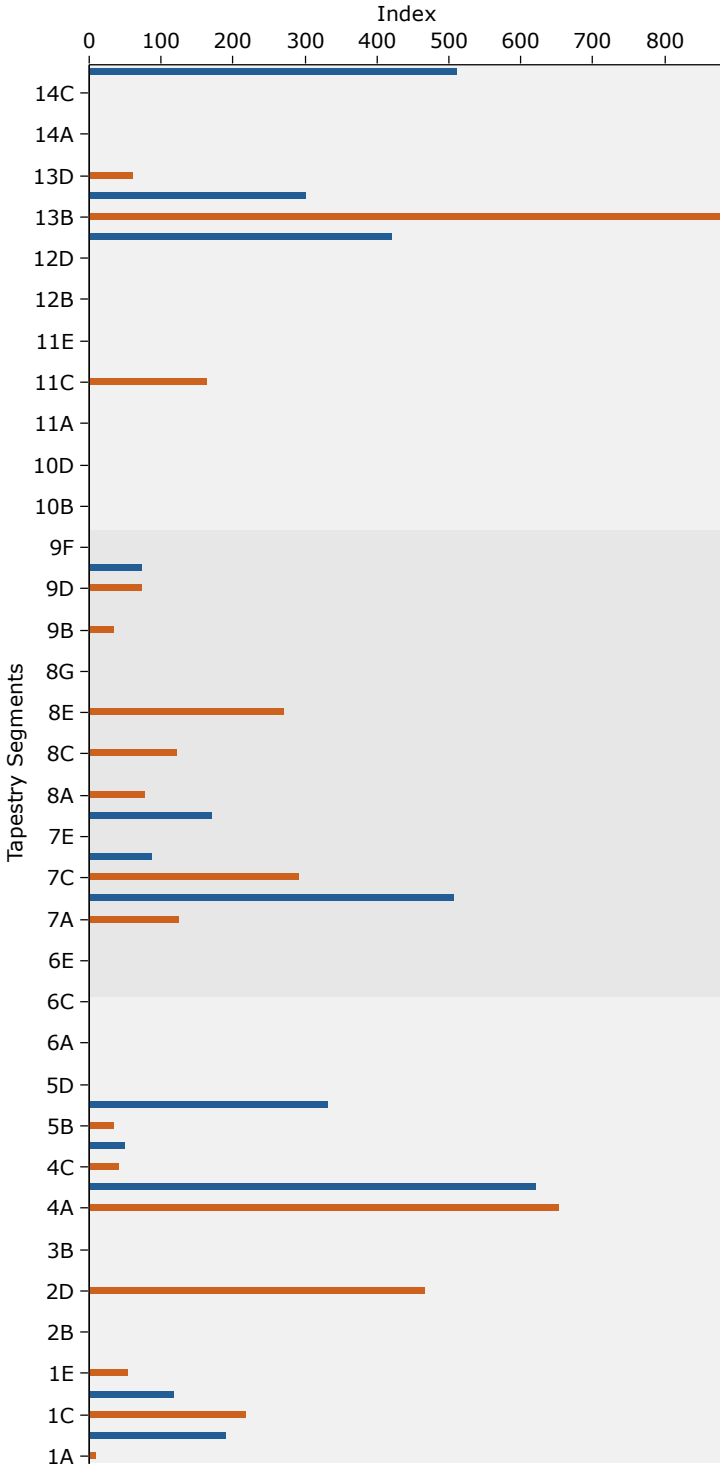


# Tapestry Segmentation Area Profile

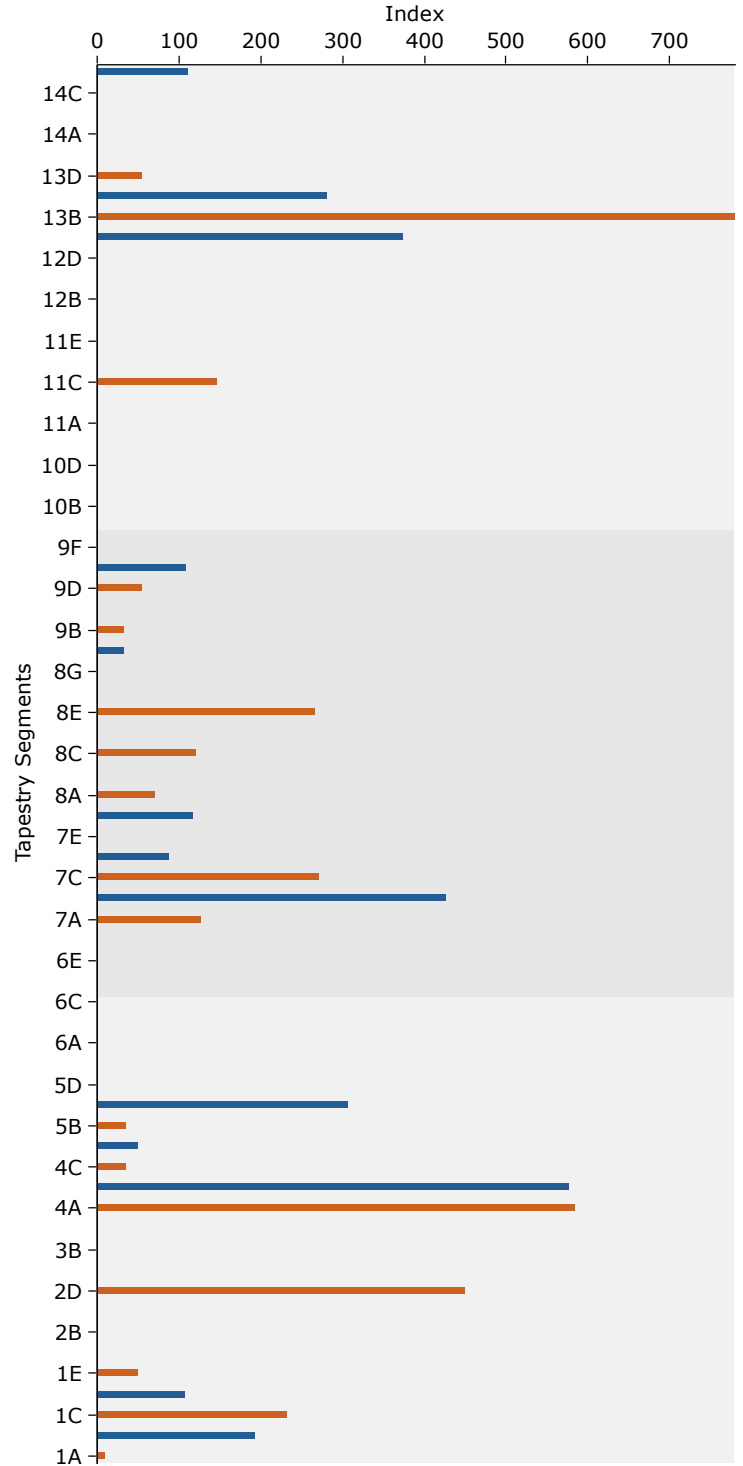
Elgin, Illinois  
 Ring: 5 mile radius

Latitude: 42.0396  
 Longitude: -88.2832

### 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



# Tapestry Segmentation Area Profile

Elgin, Illinois  
 Ring: 5 mile radius

Latitude: 42.0396  
 Longitude: -88.2832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	59,646	100.0%		131,210	100.0%	
<b>1. Affluent Estates</b>	<b>6,916</b>	<b>11.6%</b>	<b>117</b>	<b>16,177</b>	<b>12.3%</b>	<b>117</b>
Top Tier (1A)	111	0.2%	11	255	0.2%	11
Professional Pride (1B)	1,852	3.1%	192	4,615	3.5%	194
Boomburbs (1C)	2,194	3.7%	218	5,474	4.2%	233
Savvy Suburbanites (1D)	2,117	3.5%	120	4,537	3.5%	108
Exurbanites (1E)	642	1.1%	55	1,296	1.0%	51
<b>2. Upscale Avenues</b>	<b>3,992</b>	<b>6.7%</b>	<b>119</b>	<b>7,854</b>	<b>6.0%</b>	<b>101</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)	3,992	6.7%	468	7,854	6.0%	450
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>18,419</b>	<b>30.9%</b>	<b>412</b>	<b>39,059</b>	<b>29.8%</b>	<b>381</b>
Soccer Moms (4A)	11,331	19.0%	655	23,752	18.1%	585
Home Improvement (4B)	6,366	10.7%	623	13,964	10.6%	577
Middleburg (4C)	722	1.2%	42	1,343	1.0%	36
<b>5. GenXurban</b>	<b>5,146</b>	<b>8.6%</b>	<b>76</b>	<b>10,430</b>	<b>7.9%</b>	<b>73</b>
Comfortable Empty Nesters (5A)	767	1.3%	52	1,626	1.2%	51
In Style (5B)	466	0.8%	35	986	0.8%	36
Parks and Rec (5C)	3,913	6.6%	332	7,818	6.0%	308
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>9,028</b>	<b>15.1%</b>	<b>214</b>	<b>21,426</b>	<b>16.3%</b>	<b>199</b>
Up and Coming Families (7A)	1,818	3.0%	126	4,322	3.3%	129
Urban Villages (7B)	3,224	5.4%	509	8,186	6.2%	427
American Dreamers (7C)	2,586	4.3%	294	5,975	4.6%	272
Barrios Urbanos (7D)	552	0.9%	89	1,460	1.1%	89
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	848	1.4%	172	1,483	1.1%	119

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**Source:** Esri



# Tapestry Segmentation Area Profile

Elgin, Illinois  
Ring: 5 mile radius

Latitude: 42.0396  
Longitude: -88.2832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	59,646	100.0%		131,210	100.0%	
<b>8. Middle Ground</b>	<b>4,900</b>	<b>8.2%</b>	<b>75</b>	<b>9,978</b>	<b>7.6%</b>	<b>75</b>
City Lights (8A)	690	1.2%	79	1,401	1.1%	72
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,639	2.7%	122	3,248	2.5%	122
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,571	4.3%	272	5,329	4.1%	268
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>1,236</b>	<b>2.1%</b>	<b>36</b>	<b>2,623</b>	<b>2.0%</b>	<b>40</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	290	0.5%	36	533	0.4%	34
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	405	0.7%	75	623	0.5%	56
Retirement Communities (9E)	541	0.9%	75	1,467	1.1%	110
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>1,390</b>	<b>2.3%</b>	<b>38</b>	<b>2,516</b>	<b>1.9%</b>	<b>35</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)	1,390	2.3%	165	2,516	1.9%	147
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>8,615</b>	<b>14.4%</b>	<b>372</b>	<b>20,832</b>	<b>15.9%</b>	<b>357</b>
International Marketplace (13A)	3,090	5.2%	422	6,787	5.2%	375
Las Casas (13B)	3,879	6.5%	888	10,340	7.9%	781
NeWest Residents (13C)	1,410	2.4%	302	3,203	2.4%	282
Fresh Ambitions (13D)	236	0.4%	62	502	0.4%	56
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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%	513	315	0.2%	113

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**Source:** Esri





# Tapestry Segmentation Area Profile

Elgin, Illinois  
 Ring: 5 mile radius

Latitude: 42.0396  
 Longitude: -88.2832

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	59,646	100.0%		131,210	100.0%	
<b>1. Principal Urban Center</b>	<b>1,646</b>	<b>2.8%</b>	<b>39</b>	<b>3,705</b>	<b>2.8%</b>	<b>42</b>
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)	1,410	2.4%	302	3,203	2.4%	282
Fresh Ambitions (13D)	236	0.4%	62	502	0.4%	56
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>17,898</b>	<b>30.0%</b>	<b>179</b>	<b>41,396</b>	<b>31.5%</b>	<b>177</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)	3,224	5.4%	509	8,186	6.2%	427
American Dreamers (7C)	2,586	4.3%	294	5,975	4.6%	272
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Metro Fusion (11C)	1,390	2.3%	165	2,516	1.9%	147
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)	3,090	5.2%	422	6,787	5.2%	375
Las Casas (13B)	3,879	6.5%	888	10,340	7.9%	781
<b>3. Metro Cities</b>	<b>3,578</b>	<b>6.0%</b>	<b>33</b>	<b>7,782</b>	<b>5.9%</b>	<b>35</b>
In Style (5B)	466	0.8%	35	986	0.8%	36
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,571	4.3%	272	5,329	4.1%	268
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)	541	0.9%	75	1,467	1.1%	110
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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<b>Total:</b>	59,646	100.0%		131,210	100.0%	
<b>4. Suburban Periphery</b>	<b>35,393</b>	<b>59.3%</b>	<b>187</b>	<b>76,046</b>	<b>58.0%</b>	<b>178</b>
Top Tier (1A)	111	0.2%	11	255	0.2%	11
Professional Pride (1B)	1,852	3.1%	192	4,615	3.5%	194
Boomburbs (1C)	2,194	3.7%	218	5,474	4.2%	233
Savvy Suburbanites (1D)	2,117	3.5%	120	4,537	3.5%	108
Exurbanites (1E)	642	1.1%	55	1,296	1.0%	51
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	3,992	6.7%	468	7,854	6.0%	450
Soccer Moms (4A)	11,331	19.0%	655	23,752	18.1%	585
Home Improvement (4B)	6,366	10.7%	623	13,964	10.6%	577
Comfortable Empty Nesters (5A)	767	1.3%	52	1,626	1.2%	51
Parks and Rec (5C)	3,913	6.6%	332	7,818	6.0%	308
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,818	3.0%	126	4,322	3.3%	129
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	290	0.5%	36	533	0.4%	34
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>1,127</b>	<b>1.9%</b>	<b>20</b>	<b>1,966</b>	<b>1.5%</b>	<b>17</b>
Middleburg (4C)	722	1.2%	42	1,343	1.0%	36
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)	405	0.7%	75	623	0.5%	56
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)	4	0.0%	513	315	0.2%	113

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