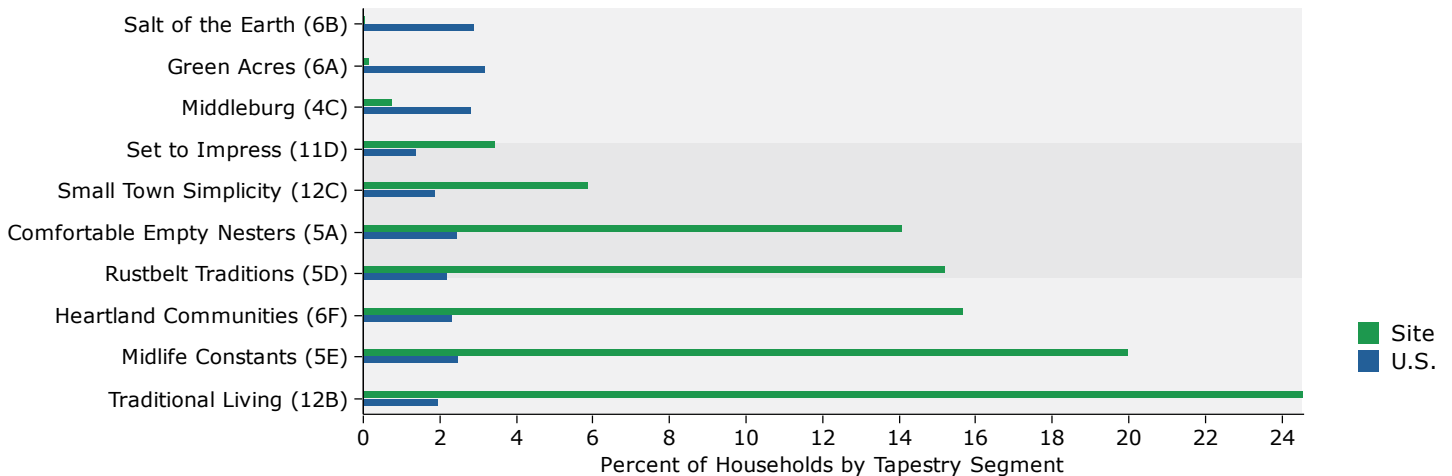


## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Traditional Living (12B)	24.6%	24.6%	2.0%	2.0%	1256
2	Midlife Constants (5E)	20.0%	44.6%	2.5%	4.5%	795
3	Heartland Communities (6F)	15.7%	60.3%	2.4%	6.9%	666
4	Rustbelt Traditions (5D)	15.2%	75.5%	2.2%	9.1%	685
5	Comfortable Empty Nesters (5A)	14.1%	89.6%	2.5%	11.6%	573
	<b>Subtotal</b>	<b>89.6%</b>		<b>11.6%</b>		
6	Small Town Simplicity (12C)	5.9%	95.5%	1.9%	13.5%	310
7	Set to Impress (11D)	3.5%	99.0%	1.4%	14.9%	250
8	Middleburg (4C)	0.8%	99.8%	2.8%	17.7%	27
9	Green Acres (6A)	0.2%	100.0%	3.2%	20.9%	5
10	Salt of the Earth (6B)	0.0%	100.0%	2.9%	23.8%	1
	<b>Subtotal</b>	<b>10.4%</b>		<b>12.2%</b>		
11	Senior Escapes (9D)	0.0%	100.0%	0.9%	24.7%	3
				<b>0.9%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>24.7%</b>		<b>406</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

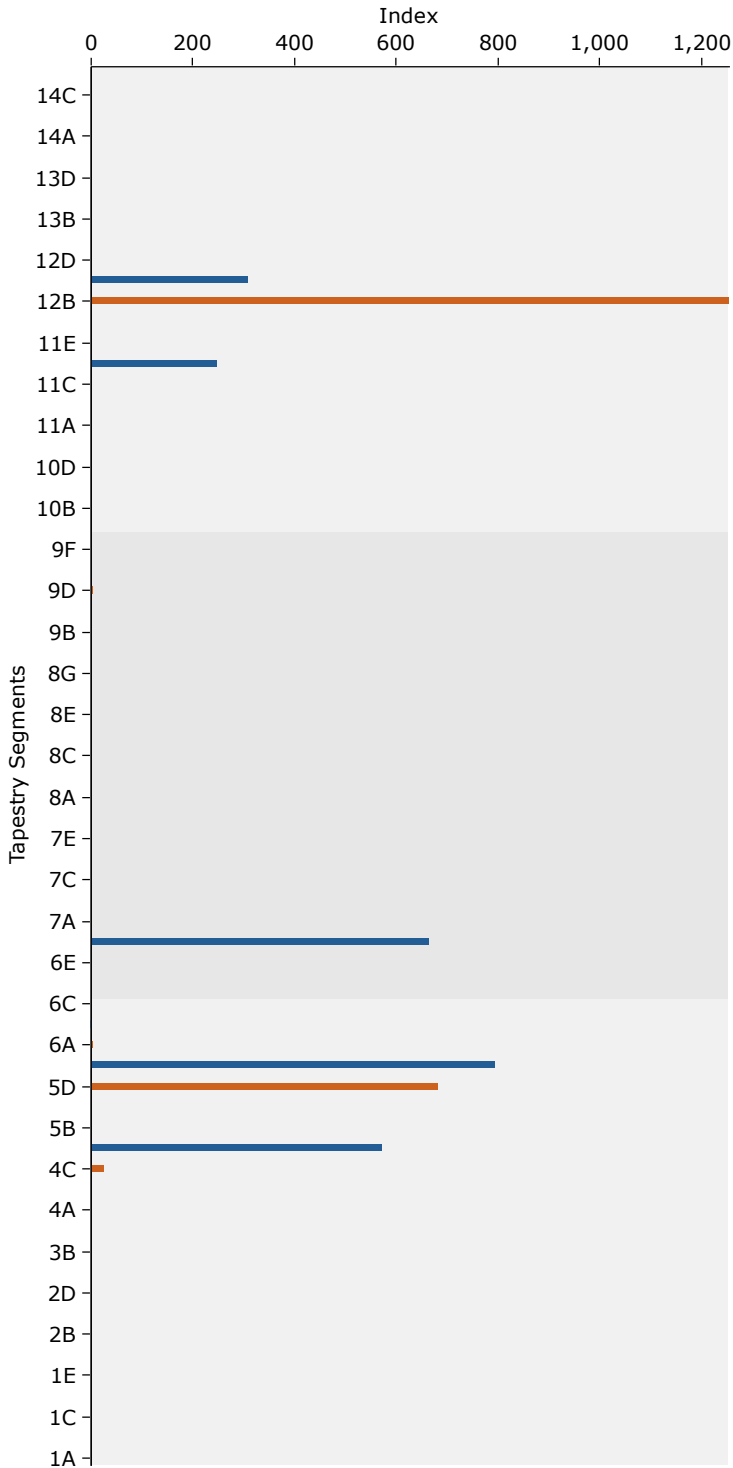


# Tapestry Segmentation Area Profile

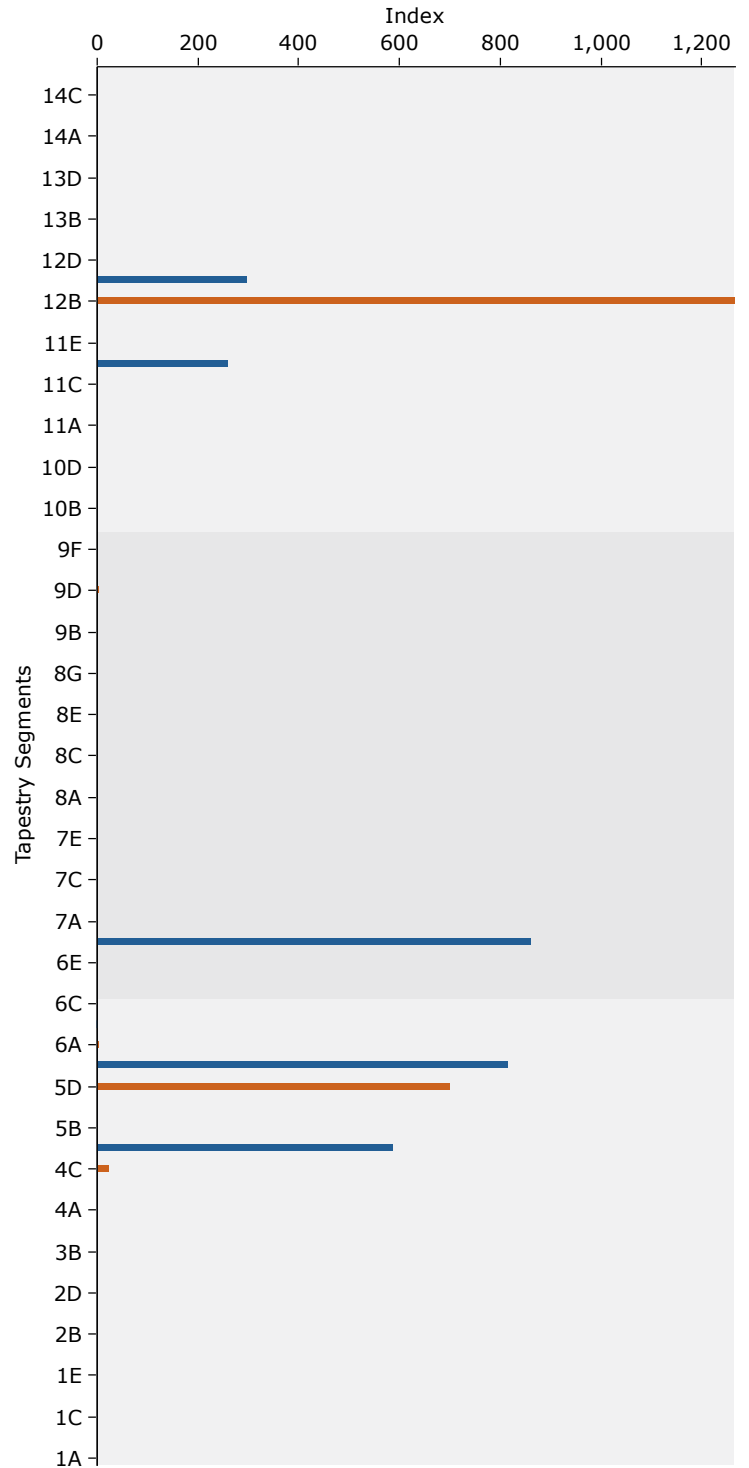
2304 Court St, Pekin, Illinois, 61554  
Drive Time: 10 minute radius

ICSC May Reports  
Latitude: 40.55630  
Longitude: -89.61198

### 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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,135	100.0%		31,176	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>122</b>	<b>0.8%</b>	<b>10</b>	<b>221</b>	<b>0.7%</b>	<b>9</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)	122	0.8%	27	221	0.7%	25
<b>5. GenXurban</b>	<b>7,964</b>	<b>49.4%</b>	<b>431</b>	<b>15,176</b>	<b>48.7%</b>	<b>443</b>
Comfortable Empty Nesters (5A)	2,279	14.1%	573	4,523	14.5%	589
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)	2,457	15.2%	685	4,575	14.7%	701
Midlife Constants (5E)	3,228	20.0%	795	6,078	19.5%	818
<b>6. Cozy Country Living</b>	<b>2,565</b>	<b>15.9%</b>	<b>131</b>	<b>5,979</b>	<b>19.2%</b>	<b>161</b>
Green Acres (6A)	27	0.2%	5	43	0.1%	4
Salt of the Earth (6B)	5	0.0%	1	11	0.0%	1
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)	2,533	15.7%	666	5,925	19.0%	865
<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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,135	100.0%		31,176	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>5</b>	<b>0.0%</b>	<b>1</b>	<b>15</b>	<b>0.0%</b>	<b>1</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)	5	0.0%	3	15	0.0%	6
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>561</b>	<b>3.5%</b>	<b>56</b>	<b>970</b>	<b>3.1%</b>	<b>57</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)	561	3.5%	250	970	3.1%	261
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>4,918</b>	<b>30.5%</b>	<b>487</b>	<b>8,815</b>	<b>28.3%</b>	<b>478</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,966	24.6%	1,256	7,201	23.1%	1,268
Small Town Simplicity (12C)	952	5.9%	310	1,614	5.2%	301
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>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

**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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,135	100.0%		31,176	100.0%	
<b>1. Principal Urban Center</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
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>2,457</b>	<b>15.2%</b>	<b>90</b>	<b>4,575</b>	<b>14.7%</b>	<b>82</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,457	15.2%	685	4,575	14.7%	701
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>4,527</b>	<b>28.1%</b>	<b>154</b>	<b>8,171</b>	<b>26.2%</b>	<b>155</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)	561	3.5%	250	970	3.1%	261
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,966	24.6%	1,256	7,201	23.1%	1,268
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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	16,135	100.0%		31,176	100.0%	
<b>4. Suburban Periphery</b>	<b>5,507</b>	<b>34.1%</b>	<b>108</b>	<b>10,601</b>	<b>34.0%</b>	<b>106</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)	2,279	14.1%	573	4,523	14.5%	589
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	3,228	20.0%	795	6,078	19.5%	818
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>3,612</b>	<b>22.4%</b>	<b>239</b>	<b>7,775</b>	<b>24.9%</b>	<b>276</b>
Middleburg (4C)	122	0.8%	27	221	0.7%	25
Heartland Communities (6F)	2,533	15.7%	666	5,925	19.0%	865
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	5	0.0%	3	15	0.0%	6
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	952	5.9%	310	1,614	5.2%	301
<b>6. Rural</b>	<b>32</b>	<b>0.2%</b>	<b>1</b>	<b>54</b>	<b>0.2%</b>	<b>1</b>
Green Acres (6A)	27	0.2%	5	43	0.1%	4
Salt of the Earth (6B)	5	0.0%	1	11	0.0%	1
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 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

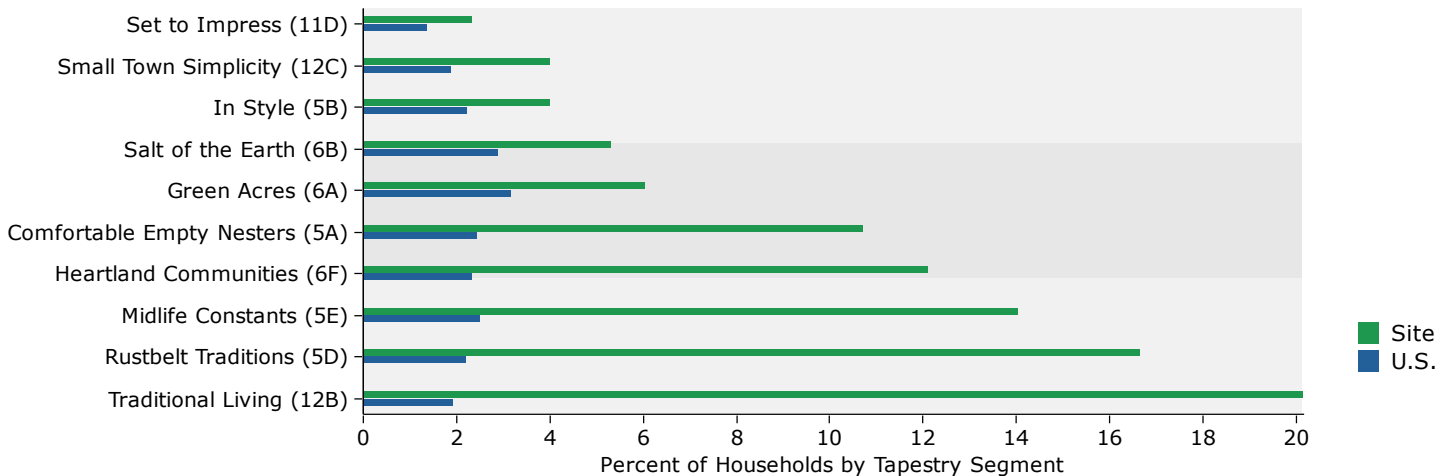
2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Traditional Living (12B)	20.2%	20.2%	2.0%	2.0%	1030
2	Rustbelt Traditions (5D)	16.7%	36.9%	2.2%	4.2%	751
3	Midlife Constants (5E)	14.1%	51.0%	2.5%	6.7%	559
4	Heartland Communities (6F)	12.1%	63.1%	2.4%	9.1%	514
5	Comfortable Empty Nesters (5A)	10.7%	73.8%	2.5%	11.6%	436
<b>Subtotal</b>		<b>73.8%</b>		<b>11.6%</b>		
6	Green Acres (6A)	6.1%	79.9%	3.2%	14.8%	190
7	Salt of the Earth (6B)	5.3%	85.2%	2.9%	17.7%	183
8	In Style (5B)	4.0%	89.2%	2.3%	20.0%	179
9	Small Town Simplicity (12C)	4.0%	93.2%	1.9%	21.9%	212
10	Set to Impress (11D)	2.3%	95.5%	1.4%	23.3%	169
<b>Subtotal</b>		<b>21.7%</b>		<b>11.7%</b>		
11	Middleburg (4C)	1.7%	97.2%	2.8%	26.1%	62
12	Senior Escapes (9D)	1.5%	98.7%	0.9%	27.0%	170
13	Old and Newcomers (8F)	1.1%	99.8%	2.3%	29.3%	49
14	Soccer Moms (4A)	0.0%	99.8%	2.8%	32.1%	0
<b>Subtotal</b>		<b>4.3%</b>		<b>8.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>32.1%</b>		<b>312</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

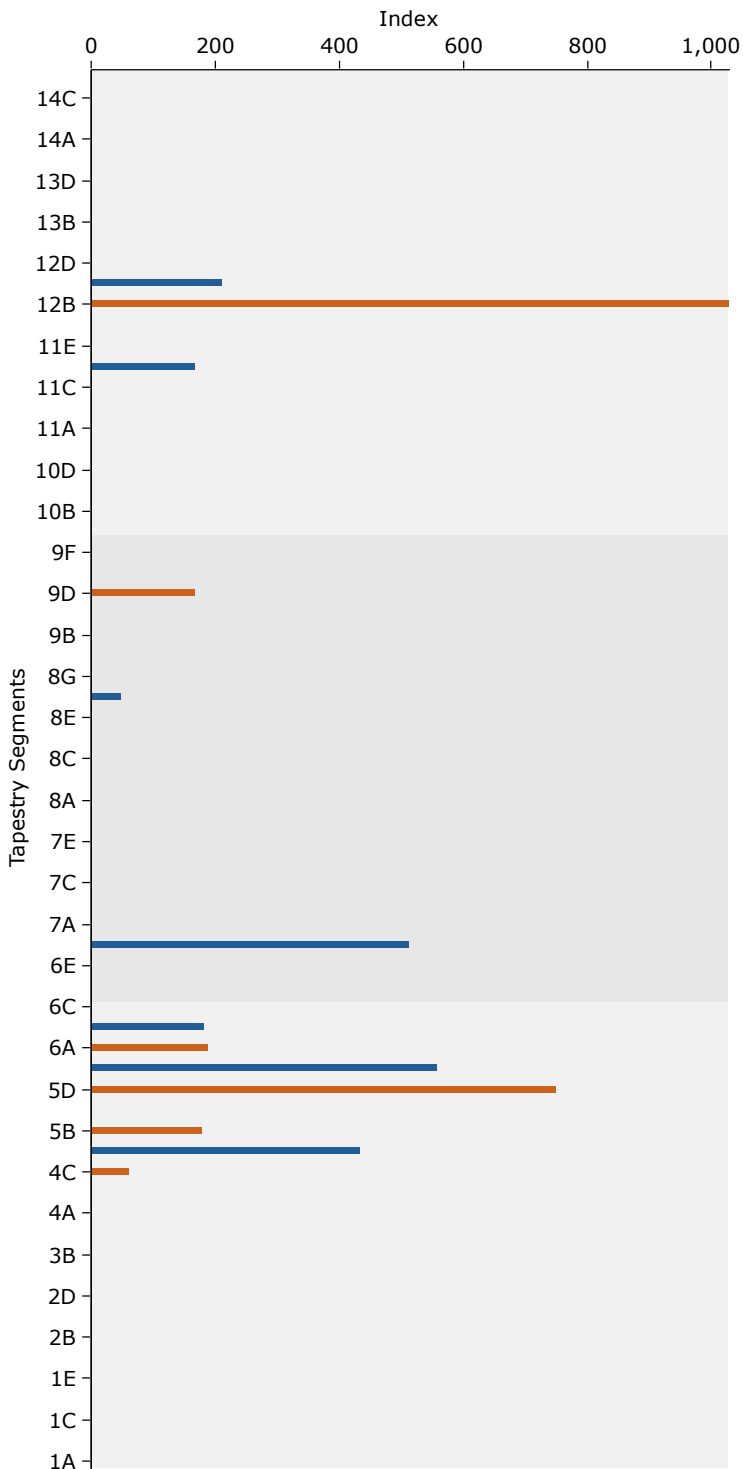


# Tapestry Segmentation Area Profile

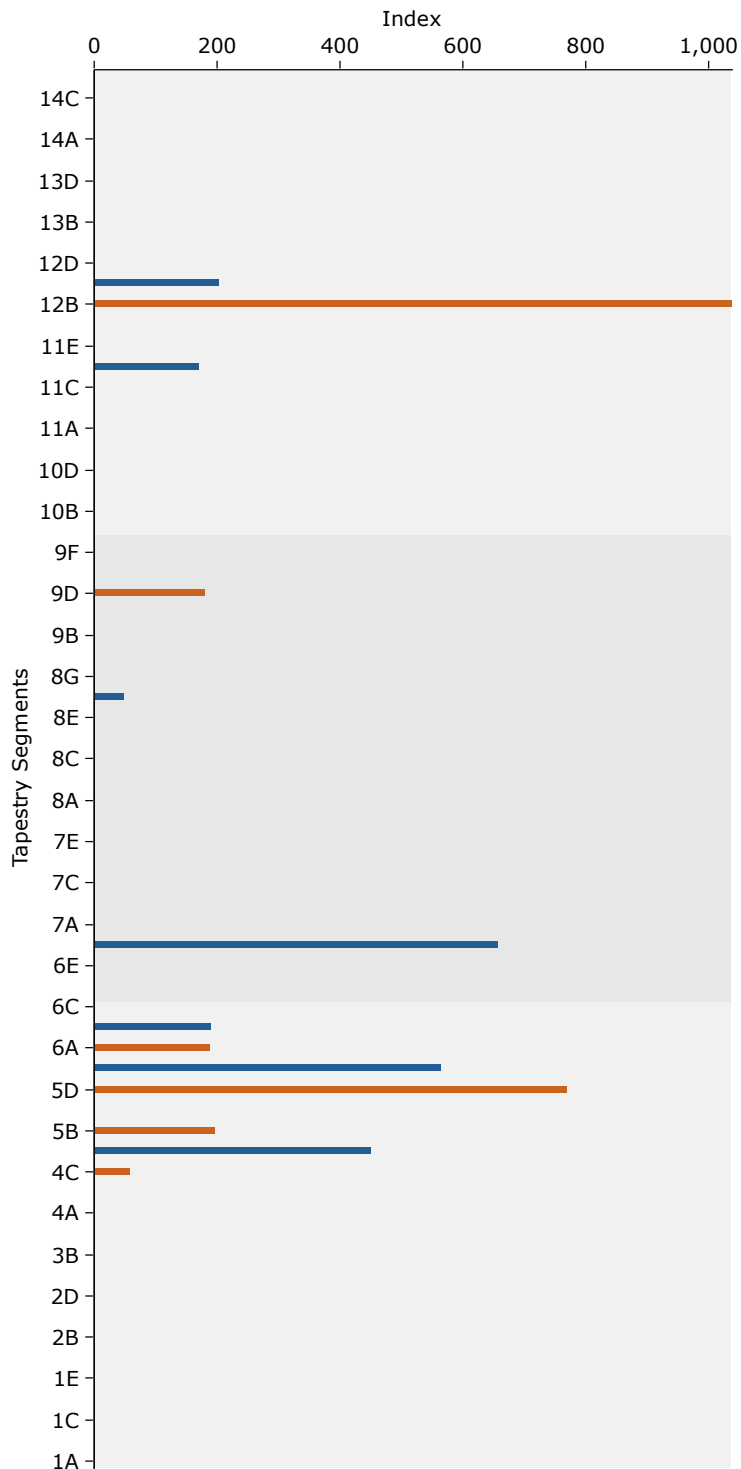
2304 Court St, Pekin, Illinois, 61554  
Drive Time: 15 minute radius

ICSC May Reports  
Latitude: 40.55630  
Longitude: -89.61198

### 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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,907	100.0%		46,616	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>419</b>	<b>1.8%</b>	<b>24</b>	<b>807</b>	<b>1.7%</b>	<b>23</b>
Soccer Moms (4A)	2	0.0%	0	4	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	417	1.7%	62	803	1.7%	61
<b>5. GenXurban</b>	<b>10,885</b>	<b>45.5%</b>	<b>397</b>	<b>20,957</b>	<b>45.0%</b>	<b>409</b>
Comfortable Empty Nesters (5A)	2,567	10.7%	435	5,191	11.1%	452
In Style (5B)	965	4.0%	179	1,939	4.2%	198
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,991	16.7%	751	7,524	16.1%	771
Midlife Constants (5E)	3,362	14.1%	559	6,303	13.5%	567
<b>6. Cozy Country Living</b>	<b>5,619</b>	<b>23.5%</b>	<b>194</b>	<b>12,242</b>	<b>26.3%</b>	<b>220</b>
Green Acres (6A)	1,449	6.1%	190	2,911	6.2%	189
Salt of the Earth (6B)	1,273	5.3%	183	2,588	5.6%	191
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)	2,897	12.1%	514	6,743	14.5%	658
<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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,907	100.0%		46,616	100.0%	
<b>8. Middle Ground</b>	<b>270</b>	<b>1.1%</b>	<b>10</b>	<b>463</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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	270	1.1%	49	463	1.0%	49
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>369</b>	<b>1.5%</b>	<b>27</b>	<b>715</b>	<b>1.5%</b>	<b>31</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)	369	1.5%	170	715	1.5%	181
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>561</b>	<b>2.3%</b>	<b>38</b>	<b>970</b>	<b>2.1%</b>	<b>38</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)	561	2.3%	169	970	2.1%	174
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>5,784</b>	<b>24.2%</b>	<b>386</b>	<b>10,462</b>	<b>22.4%</b>	<b>379</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,822	20.2%	1,030	8,832	18.9%	1,040
Small Town Simplicity (12C)	962	4.0%	212	1,630	3.5%	204
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>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

**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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,907	100.0%		46,616	100.0%	
<b>1. Principal Urban Center</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
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>3,991</b>	<b>16.7%</b>	<b>99</b>	<b>7,524</b>	<b>16.1%</b>	<b>90</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,991	16.7%	751	7,524	16.1%	771
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>6,618</b>	<b>27.7%</b>	<b>152</b>	<b>12,204</b>	<b>26.2%</b>	<b>154</b>
In Style (5B)	965	4.0%	179	1,939	4.2%	198
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)	270	1.1%	49	463	1.0%	49
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)	561	2.3%	169	970	2.1%	174
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,822	20.2%	1,030	8,832	18.9%	1,040
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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,907	100.0%		46,616	100.0%	
<b>4. Suburban Periphery</b>	<b>5,931</b>	<b>24.8%</b>	<b>79</b>	<b>11,498</b>	<b>24.7%</b>	<b>77</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)	2	0.0%	0	4	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	2,567	10.7%	435	5,191	11.1%	452
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	3,362	14.1%	559	6,303	13.5%	567
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>4,645</b>	<b>19.4%</b>	<b>207</b>	<b>9,891</b>	<b>21.2%</b>	<b>234</b>
Middleburg (4C)	417	1.7%	62	803	1.7%	61
Heartland Communities (6F)	2,897	12.1%	514	6,743	14.5%	658
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	369	1.5%	170	715	1.5%	181
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	962	4.0%	212	1,630	3.5%	204
<b>6. Rural</b>	<b>2,722</b>	<b>11.4%</b>	<b>67</b>	<b>5,499</b>	<b>11.8%</b>	<b>69</b>
Green Acres (6A)	1,449	6.1%	190	2,911	6.2%	189
Salt of the Earth (6B)	1,273	5.3%	183	2,588	5.6%	191
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 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

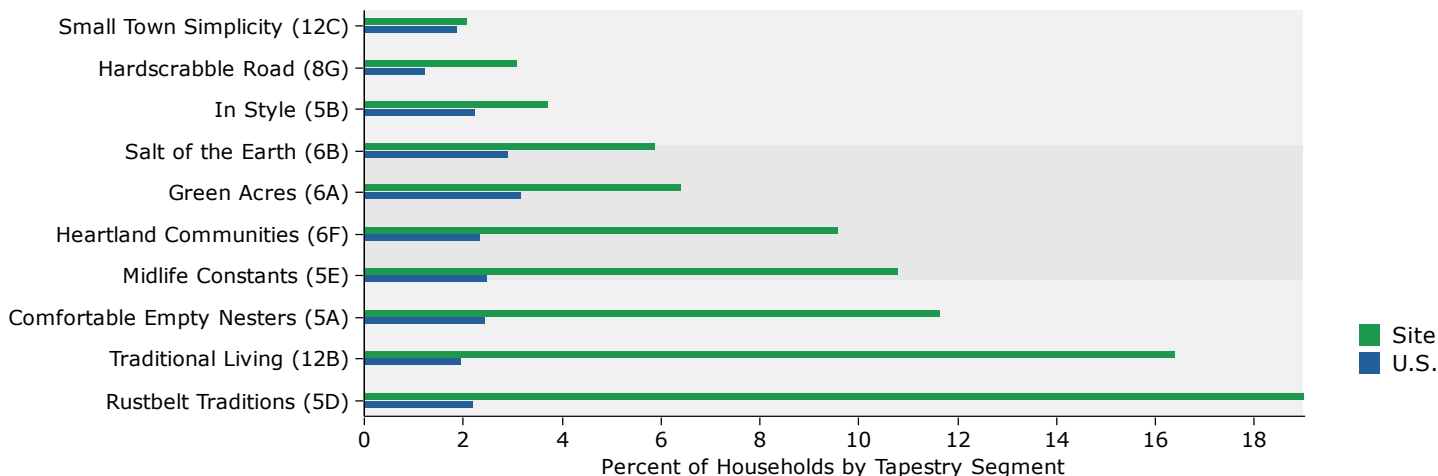
2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	19.0%	19.0%	2.2%	2.2%	856
2	Traditional Living (12B)	16.4%	35.4%	2.0%	4.2%	839
3	Comfortable Empty Nesters (5A)	11.7%	47.1%	2.5%	6.7%	474
4	Midlife Constants (5E)	10.8%	57.9%	2.5%	9.2%	430
5	Heartland Communities (6F)	9.6%	67.5%	2.4%	11.6%	407
<b>Subtotal</b>		<b>67.5%</b>		<b>11.6%</b>		
6	Green Acres (6A)	6.4%	73.9%	3.2%	14.8%	201
7	Salt of the Earth (6B)	5.9%	79.8%	2.9%	17.7%	202
8	In Style (5B)	3.7%	83.5%	2.3%	20.0%	165
9	Hardscrabble Road (8G)	3.1%	86.6%	1.2%	21.2%	252
10	Small Town Simplicity (12C)	2.1%	88.7%	1.9%	23.1%	110
<b>Subtotal</b>		<b>21.2%</b>		<b>11.5%</b>		
11	Old and Newcomers (8F)	2.1%	90.8%	2.3%	25.4%	89
12	Middleburg (4C)	1.9%	92.7%	2.8%	28.2%	68
13	Modest Income Homes (12D)	1.7%	94.4%	1.3%	29.5%	129
14	Senior Escapes (9D)	1.6%	96.0%	0.9%	30.4%	171
15	Set to Impress (11D)	1.2%	97.2%	1.4%	31.8%	88
<b>Subtotal</b>		<b>8.5%</b>		<b>8.7%</b>		
16	City Commons (11E)	1.1%	98.3%	0.9%	32.7%	119
17	Savvy Suburbanites (1D)	0.9%	99.2%	3.0%	35.7%	31
18	Soccer Moms (4A)	0.4%	99.6%	2.8%	38.5%	14
19	Social Security Set (9F)	0.3%	99.9%	0.8%	39.3%	42
<b>Subtotal</b>		<b>2.7%</b>		<b>7.5%</b>		
<b>Total</b>		<b>100.0%</b>		<b>39.3%</b>		<b>254</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

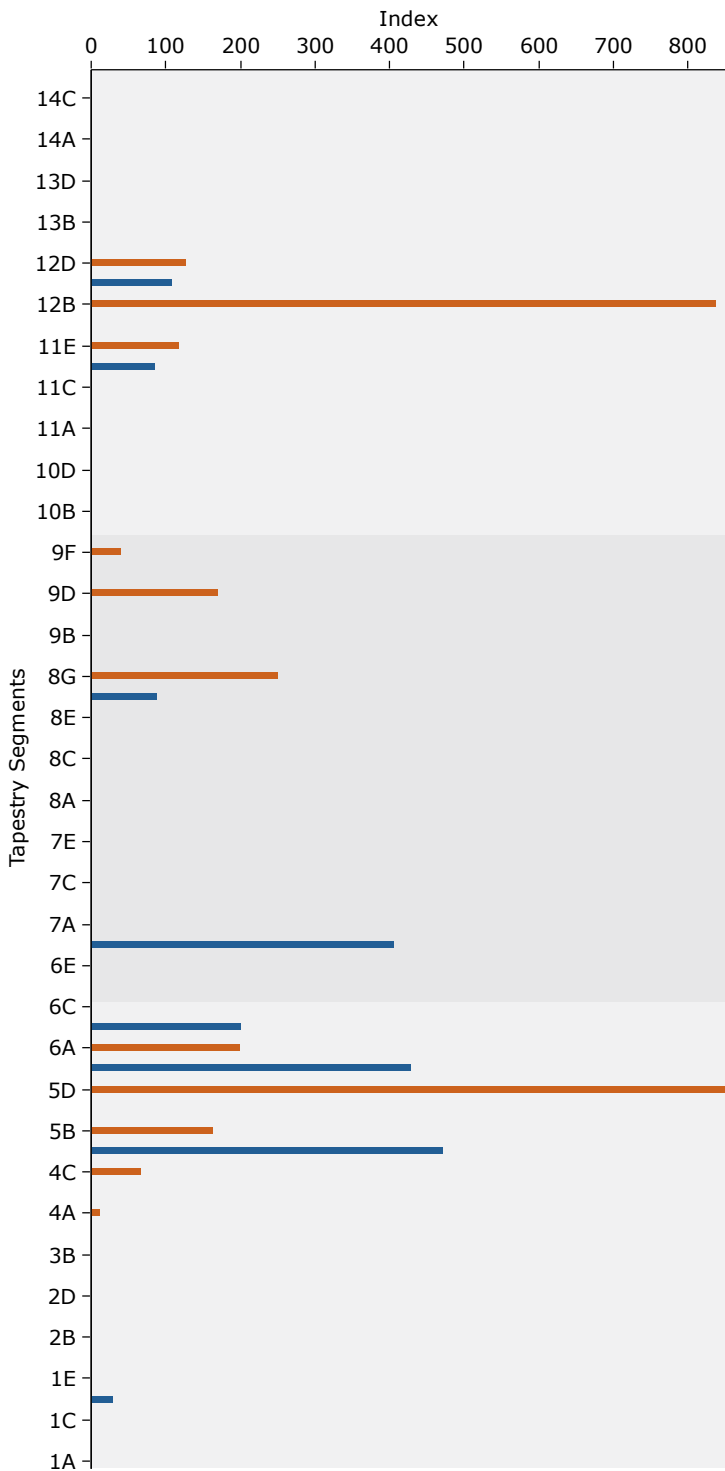


# Tapestry Segmentation Area Profile

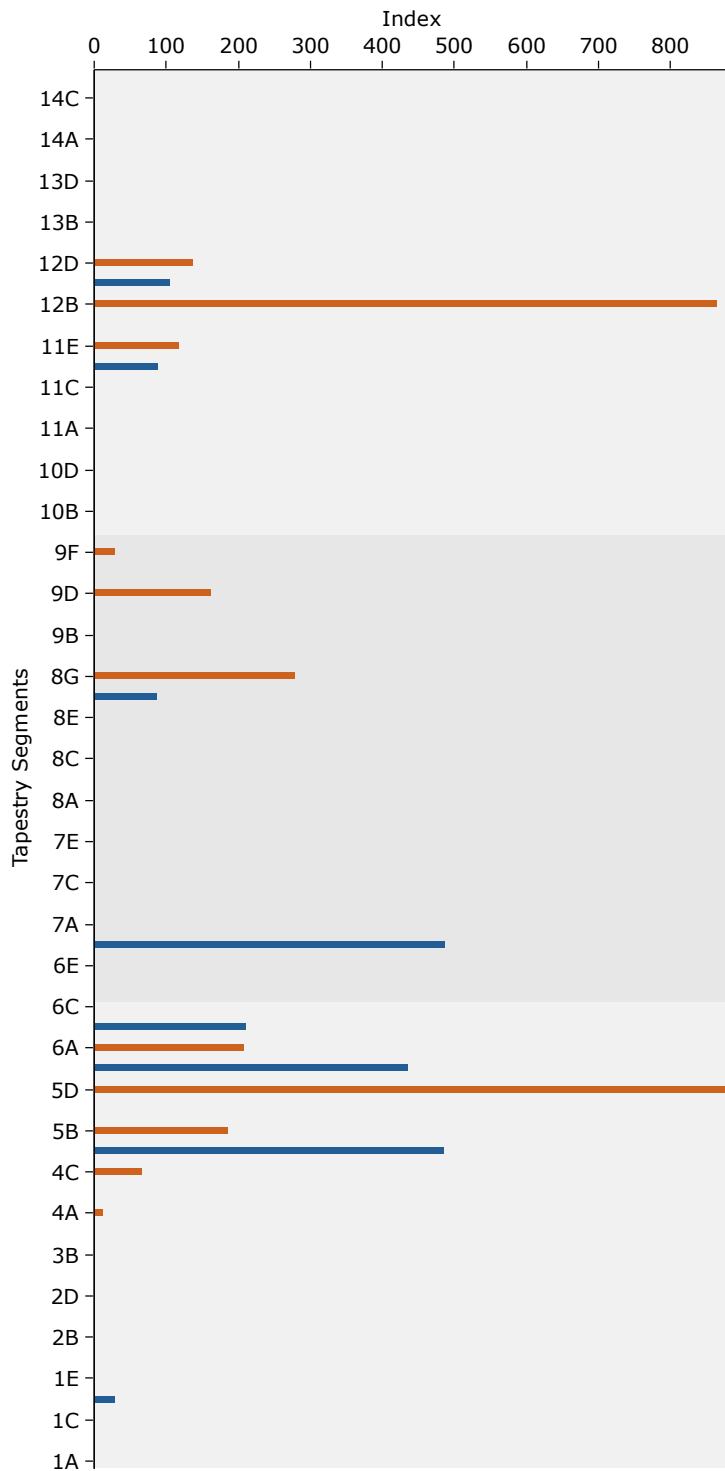
2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
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### 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

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	46,102	100.0%		89,149	100.0%	
<b>1. Affluent Estates</b>	<b>424</b>	<b>0.9%</b>	<b>9</b>	<b>891</b>	<b>1.0%</b>	<b>10</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)	424	0.9%	31	891	1.0%	31
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>1,068</b>	<b>2.3%</b>	<b>31</b>	<b>2,047</b>	<b>2.3%</b>	<b>30</b>
Soccer Moms (4A)	184	0.4%	14	370	0.4%	14
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	884	1.9%	68	1,677	1.9%	67
<b>5. GenXurban</b>	<b>20,865</b>	<b>45.3%</b>	<b>395</b>	<b>40,018</b>	<b>44.9%</b>	<b>408</b>
Comfortable Empty Nesters (5A)	5,385	11.7%	474	10,701	12.0%	487
In Style (5B)	1,719	3.7%	165	3,500	3.9%	187
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	8,770	19.0%	856	16,540	18.6%	887
Midlife Constants (5E)	4,991	10.8%	430	9,277	10.4%	437
<b>6. Cozy Country Living</b>	<b>10,094</b>	<b>21.9%</b>	<b>181</b>	<b>21,151</b>	<b>23.7%</b>	<b>199</b>
Green Acres (6A)	2,957	6.4%	201	6,126	6.9%	209
Salt of the Earth (6B)	2,716	5.9%	202	5,469	6.1%	211
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)	4,421	9.6%	407	9,556	10.7%	488
<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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**Source:** Esri



# Tapestry Segmentation Area Profile

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	46,102	100.0%		89,149	100.0%	
<b>8. Middle Ground</b>	<b>2,393</b>	<b>5.2%</b>	<b>47</b>	<b>4,521</b>	<b>5.1%</b>	<b>50</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)	958	2.1%	89	1,572	1.8%	88
Hardscrabble Road (8G)	1,435	3.1%	252	2,949	3.3%	280
<b>9. Senior Styles</b>	<b>875</b>	<b>1.9%</b>	<b>33</b>	<b>1,424</b>	<b>1.6%</b>	<b>32</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)	717	1.6%	171	1,238	1.4%	164
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	158	0.3%	42	186	0.2%	31
<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>1,056</b>	<b>2.3%</b>	<b>37</b>	<b>1,831</b>	<b>2.1%</b>	<b>37</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)	561	1.2%	88	970	1.1%	91
City Commons (11E)	495	1.1%	119	861	1.0%	119
<b>12. Hometown</b>	<b>9,327</b>	<b>20.2%</b>	<b>323</b>	<b>17,266</b>	<b>19.4%</b>	<b>327</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,570	16.4%	839	14,044	15.8%	865
Small Town Simplicity (12C)	962	2.1%	110	1,630	1.8%	106
Modest Income Homes (12D)	795	1.7%	129	1,592	1.8%	139
<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>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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**Source:** Esri





# Tapestry Segmentation Area Profile

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	46,102	100.0%		89,149	100.0%	
<b>1. Principal Urban Center</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
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>9,565</b>	<b>20.7%</b>	<b>123</b>	<b>18,132</b>	<b>20.3%</b>	<b>113</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	8,770	19.0%	856	16,540	18.6%	887
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)	795	1.7%	129	1,592	1.8%	139
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>12,896</b>	<b>28.0%</b>	<b>153</b>	<b>24,082</b>	<b>27.0%</b>	<b>159</b>
In Style (5B)	1,719	3.7%	165	3,500	3.9%	187
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)	958	2.1%	89	1,572	1.8%	88
Hardscrabble Road (8G)	1,435	3.1%	252	2,949	3.3%	280
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	158	0.3%	42	186	0.2%	31
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	561	1.2%	88	970	1.1%	91
City Commons (11E)	495	1.1%	119	861	1.0%	119
Traditional Living (12B)	7,570	16.4%	839	14,044	15.8%	865
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	46,102	100.0%		89,149	100.0%	
<b>4. Suburban Periphery</b>	<b>10,984</b>	<b>23.8%</b>	<b>76</b>	<b>21,239</b>	<b>23.8%</b>	<b>74</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)	424	0.9%	31	891	1.0%	31
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)	184	0.4%	14	370	0.4%	14
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	5,385	11.7%	474	10,701	12.0%	487
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	4,991	10.8%	430	9,277	10.4%	437
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>6,984</b>	<b>15.1%</b>	<b>161</b>	<b>14,101</b>	<b>15.8%</b>	<b>175</b>
Middleburg (4C)	884	1.9%	68	1,677	1.9%	67
Heartland Communities (6F)	4,421	9.6%	407	9,556	10.7%	488
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	717	1.6%	171	1,238	1.4%	164
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	962	2.1%	110	1,630	1.8%	106
<b>6. Rural</b>	<b>5,673</b>	<b>12.3%</b>	<b>72</b>	<b>11,595</b>	<b>13.0%</b>	<b>77</b>
Green Acres (6A)	2,957	6.4%	201	6,126	6.9%	209
Salt of the Earth (6B)	2,716	5.9%	202	5,469	6.1%	211
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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