

233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 2 minutes Prepared by Ben Wilson

Latitude: 41.878699814 Longitude: -87.63661346

#### **Top Twenty Tapestry Segments**

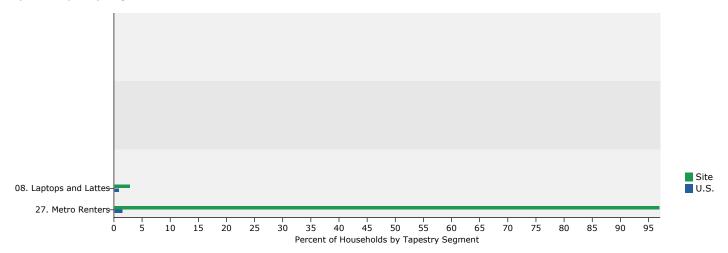
Tapestry descriptions can be found here

		House	nolds	U.S. Hous	U.S. Households		
			Cumulative		Cumulative		
Rai	nk Tapestry Segment	Percent	Percent	Percent	Percent	Index	
1	27. Metro Renters	97.1%	97.1%	1.6%	1.6%	5894	
2	08. Laptops and Latt	tes 2.9%	100.0%	1.0%	2.6%	289	

Subtotal	100.0%	2.6%

Total 100.0% 2.7% 3757

Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the United States, by segment. An index of 100 is the US average.

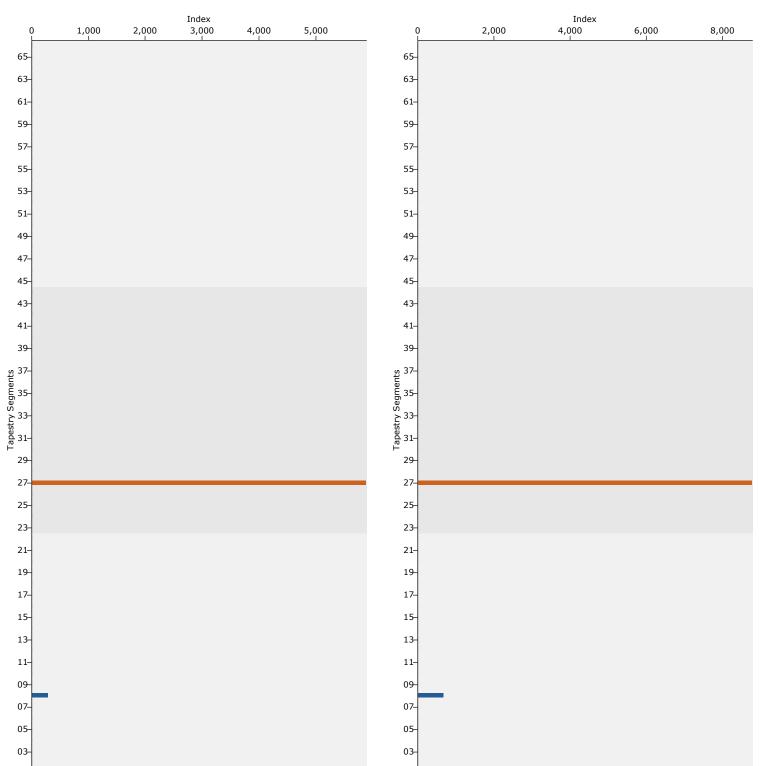


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#### Tapestry Indexes by Households

#### Tapestry Indexes by Population



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233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 2 minutes Prepared by Ben Wilson Latitude: 41.878699814 Longitude: -87.63661346

Tapestry LifeMode Groups	2013	3 Households		2013	Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	6,541	100.0%		10,493	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	
01 Top Rung	0	0.0%	0	0	0.0%	
02 Suburban Splendor	0	0.0%	0	0	0.0%	
03 Connoisseurs	0	0.0%	0	0	0.0%	
04 Boomburbs	0	0.0%	0	0	0.0%	
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	
06 Sophisticated Squires	0	0.0%	0	0	0.0%	
07 Exurbanites	0	0.0%	0	0	0.0%	
L2. Upscale Avenues	0	0.0%	0	0	0.0%	
09 Urban Chic	0	0.0%	0	0	0.0%	
10 Pleasant-Ville	0	0.0%	0	0	0.0%	
11 Pacific Heights	0	0.0%	0	0	0.0%	
13 In Style	0	0.0%	0	0	0.0%	
16 Enterprising Professionals	0	0.0%	0	0	0.0%	
17 Green Acres	0	0.0%	0	0	0.0%	
	0	0.0%	0	0	0.0%	
18 Cozy and Comfortable	U	0.0%	U	U	0.0%	
L3. Metropolis	0	0.0%	0	0	0.0%	
20 City Lights	0	0.0%	0	0	0.0%	
22 Metropolitans	0	0.0%	0	0	0.0%	
45 City Strivers	0	0.0%	0	0	0.0%	
51 Metro City Edge	0	0.0%	0	0	0.0%	
54 Urban Rows	0	0.0%	0	0	0.0%	
62 Modest Income Homes	0	0.0%	0	0	0.0%	
L4. Solo Acts	6,541	100.0%	1361	10,493	100.0%	180
08 Laptops and Lattes	192	2.9%	289	545	5.2%	69
23 Trendsetters	0	0.0%	0	0	0.0%	
27 Metro Renters	6,349	97.1%	5894	9,948	94.8%	878
36 Old and Newcomers	0	0.0%	0	0	0.0%	
39 Young and Restless	0	0.0%	0	0	0.0%	
L5. Senior Styles	0	0.0%	0	0	0.0%	
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	
15 Silver and Gold	0	0.0%	0	0	0.0%	
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	
30 Retirement Communities	0	0.0%	0	0	0.0%	
43 The Elders	0	0.0%	0	0	0.0%	
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	
50 Heartland Communities	0	0.0%	0	0	0.0%	
57 Simple Living	0	0.0%	0	0	0.0%	
65 Social Security Set	0	0.0%	0	0	0.0%	
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	
40 Military Proximity	0	0.0%	0	0	0.0%	
55 College Towns	0	0.0%	0	0	0.0%	
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	
os porms to pipiomas	U	0.0 /0	U	U	0.0 /0	

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Tapestry LifeMode Groups	2013	Households		2013	3 Population	
	Number	Percent	Index	Number	Percent	Index
Total:	6,541	100.0%		10,493	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
•		0.070	•	•	0.0 /0	
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Source: Esri

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Tapestry Urbanization Groups	2013	3 Households		201	3 Population	
	Number	Percent	Index	Number	Percent	Index
Total:	6,541	100.0%		10,493	100.0%	
U1. Principal Urban Centers I	6,541	100.0%	1188	10,493	100.0%	1218
08 Laptops and Lattes	192	2.9%	289	545	5.2%	694
11 Pacific Heights	0	0.0%	0	0	0.0%	(
20 City Lights	0	0.0%	0	0	0.0%	(
21 Urban Villages	0	0.0%	0	0	0.0%	
23 Trendsetters	0	0.0%	0	0	0.0%	(
27 Metro Renters	6,349	97.1%	5894	9,948	94.8%	878
35 International Marketplace	0	0.0%	0	0	0.0%	
44 Urban Melting Pot	0	0.0%	0	0	0.0%	
II2 Principal Huban Contant II	•	0.00/	•	0	0.00/	
U2. Principal Urban Centers II	0	<b>0.0%</b> 0.0%	0	0	<b>0.0%</b> 0.0%	(
45 City Strivers 47 Las Casas	0	0.0%	0	0	0.0%	(
54 Urban Rows	0	0.0%	0	0	0.0%	(
58 NeWest Residents	0	0.0%	0	0	0.0%	(
	0	0.0%	0	0	0.0%	
61 High Rise Renters 64 City Commons	0	0.0%	0	0	0.0%	,
				0	0.0%	
65 Social Security Set	0	0.0%	0	U	0.0%	(
U3. Metro Cities I	0	0.0%	0	0	0.0%	(
01 Top Rung	0	0.0%	0	0	0.0%	(
03 Connoisseurs	0	0.0%	0	0	0.0%	(
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	
09 Urban Chic	0	0.0%	0	0	0.0%	(
10 Pleasant-Ville	0	0.0%	0	0	0.0%	
16 Enterprising Professionals	0	0.0%	0	0	0.0%	(
19 Milk and Cookies	0	0.0%	0	0	0.0%	
22 Metropolitans	0	0.0%	0	0	0.0%	(
				_		_
U4. Metro Cities II	0	0.0%	0	0	0.0%	(
28 Aspiring Young Families	0	0.0%	0	0	0.0%	(
30 Retirement Communities	0	0.0%	0	0	0.0%	(
34 Family Foundations	0	0.0%	0	0	0.0%	(
36 Old and Newcomers	0	0.0%	0	0	0.0%	(
39 Young and Restless	0	0.0%	0	0	0.0%	(
52 Inner City Tenants	0	0.0%	0	0	0.0%	(
60 City Dimensions	0	0.0%	0	0	0.0%	(
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	(
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	(
04 Boomburbs	0	0.0%	0	0	0.0%	•
24 Main Street, USA	0	0.0%	0	0	0.0%	
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	(
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	(
48 Great Expectations	0	0.0%	0	0	0.0%	(
40 Great Expectations	U	0.0%	U	U	0.0%	

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Tapestry Urbanization Groups	2013	3 Households		201	3 Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	6,541	100.0%		10,493	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	
51 Metro City Edge	0	0.0%	0	0	0.0%	(
55 College Towns	0	0.0%	0	0	0.0%	(
57 Simple Living	0	0.0%	0	0	0.0%	(
59 Southwestern Families	0	0.0%	0	0	0.0%	(
62 Modest Income Homes	0	0.0%	0	0	0.0%	(
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	C
02 Suburban Splendor	0	0.0%	0	0	0.0%	(
06 Sophisticated Squires	0	0.0%	0	0	0.0%	(
07 Exurbanites	0	0.0%	0	0	0.0%	(
12 Up and Coming Families	0	0.0%	0	0	0.0%	(
13 In Style	0	0.0%	0	0	0.0%	(
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	(
15 Silver and Gold	0	0.0%	0	0	0.0%	(
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	C
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	(
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	(
33 Midlife Junction	0	0.0%	0	0	0.0%	(
40 Military Proximity	0	0.0%	0	0	0.0%	(
43 The Elders	0	0.0%	0	0	0.0%	(
53 Home Town	0	0.0%	0	0	0.0%	(
U9. Small Towns	0	0.0%	0	0	0.0%	(
41 Crossroads	0	0.0%	0	0	0.0%	(
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	(
50 Heartland Communities	0	0.0%	0	0	0.0%	(
W		0.00/			0.00/	
U10. Rural I	0	0.0%	0	0	0.0%	(
17 Green Acres	0	0.0%	0	0	0.0%	(
25 Salt of the Earth	0	0.0%	0	0	0.0%	(
26 Midland Crowd	0	0.0%	0	0	0.0%	(
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	(
U11. Rural II	0	0.0%	0	0	0.0%	(
37 Prairie Living	0	0.0%	0	0	0.0%	(
42 Southern Satellites	0	0.0%	0	0	0.0%	(
46 Rooted Rural	0	0.0%	0	0	0.0%	(
56 Rural Bypasses	0	0.0%	0	0	0.0%	(
CC Under CC d	•	0.004			0.004	_
66 Unclassified	0	0.0%	0	0	0.0%	(

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#### **Top Twenty Tapestry Segments**

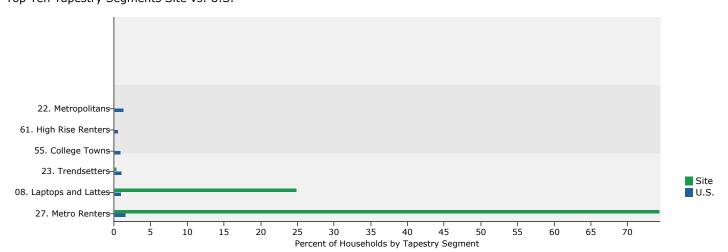
Tapestry descriptions can be found here

		Househ	olds	U.S. House	eholds	
			Cumulative	C	Cumulative	
Rai	nk Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	27. Metro Renters	74.4%	74.4%	1.6%	1.6%	4518
2	08. Laptops and Lattes	24.9%	99.3%	1.0%	2.6%	2,453
3	23. Trendsetters	0.4%	99.7%	1.2%	3.8%	38
4	55. College Towns	0.2%	99.9%	0.9%	4.7%	18
5	61. High Rise Renters	0.1%	100.0%	0.6%	5.3%	10
	Subtotal	100.0%		5.3%		
6	22. Metropolitans	0.0%	100.0%	1.4%	6.7%	2

1.4%

Total 100.0% 6.8% 1464

Top Ten Tapestry Segments Site vs. U.S.



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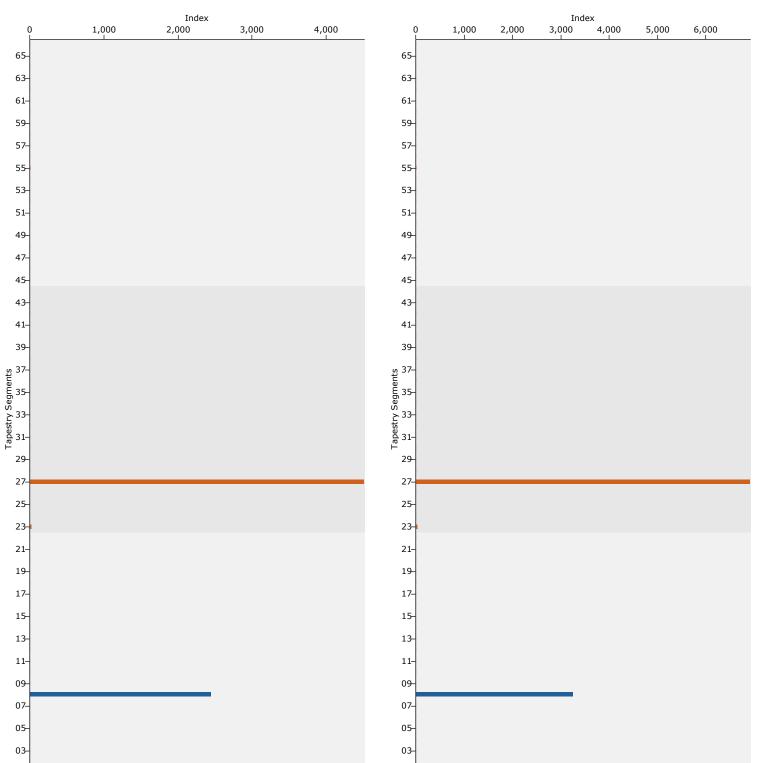


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#### Tapestry Indexes by Households

### Tapestry Indexes by Population



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Tapestry LifeMode Groups		B Households			Population	
	Number	Percent	Index	Number	Percent	Index
Total:	41,063	100.0%		70,183	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	
01 Top Rung	0	0.0%	0	0	0.0%	
02 Suburban Splendor	0	0.0%	0	0	0.0%	
03 Connoisseurs	0	0.0%	0	0	0.0%	
04 Boomburbs	0	0.0%	0	0	0.0%	
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	
06 Sophisticated Squires	0	0.0%	0	0	0.0%	
07 Exurbanites	0	0.0%	0	0	0.0%	
07 Extribatilities	U	0.0%	U	U	0.070	'
L2. Upscale Avenues	0	0.0%	0	0	0.0%	(
09 Urban Chic	0	0.0%	0	0	0.0%	(
10 Pleasant-Ville	0	0.0%	0	0	0.0%	(
11 Pacific Heights	0	0.0%	0	0	0.0%	
13 In Style	0	0.0%	0	0	0.0%	
16 Enterprising Professionals	0	0.0%	0	0	0.0%	(
17 Green Acres	0	0.0%	0	0	0.0%	
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	
L3. Metropolis	15	0.0%	1	53	0.1%	
20 City Lights	0	0.0%	0	0	0.0%	
22 Metropolitans	15	0.0%	2	53	0.1%	
45 City Strivers	0	0.0%	0	0	0.0%	
51 Metro City Edge	0	0.0%	0	0	0.0%	
54 Urban Rows	0	0.0%	0	0	0.0%	
62 Modest Income Homes	0	0.0%	0	0	0.0%	-
L4. Solo Acts	40,955	99.7%	1358	69,963	99.7%	179
08 Laptops and Lattes	10,220	24.9%	2453	17,167	24.5%	326
23 Trendsetters	179	0.4%	38	357	0.5%	5:
27 Metro Renters	30,556	74.4%	4518	52,439	74.7%	692
36 Old and Newcomers	0	0.0%	4310	0	0.0%	032
39 Young and Restless	0	0.0%	0	0	0.0%	
<b>3</b>						
L5. Senior Styles	0	0.0%	0	0	0.0%	(
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	(
15 Silver and Gold	0	0.0%	0	0	0.0%	
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	-
30 Retirement Communities	0	0.0%	0	0	0.0%	
43 The Elders	0	0.0%	0	0	0.0%	-
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	(
50 Heartland Communities	0	0.0%	0	0	0.0%	(
57 Simple Living	0	0.0%	0	0	0.0%	
65 Social Security Set	0	0.0%	0	0	0.0%	-
L6. Scholars & Patriots	68	0.2%	10	125	0.2%	10
40 Military Proximity	0	0.0%	0	0	0.0%	(
55 College Towns	68	0.2%	18	125	0.2%	20
						2(
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	

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Tapestry LifeMode Groups		B Households			3 Population	
	Number	Percent	Index	Number	Percent	Index
Total:	41,063	100.0%		70,183	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
μ						
L8. Global Roots	25	0.1%	1	42	0.1%	1
35 International Marketplace	0	0.0%	0	0	0.0%	(
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	C
44 Urban Melting Pot	0	0.0%	0	0	0.0%	C
47 Las Casas	0	0.0%	0	0	0.0%	C
52 Inner City Tenants	0	0.0%	0	0	0.0%	C
58 NeWest Residents	0	0.0%	0	0	0.0%	C
60 City Dimensions	0	0.0%	0	0	0.0%	C
61 High Rise Renters	25	0.1%	10	42	0.1%	9
I.O. Family Partualt	0	0.0%	0	0	0.0%	O
L9. Family Portrait						
12 Up and Coming Families	0	0.0%	0	0	0.0%	(
19 Milk and Cookies	0	0.0%	0	0	0.0%	(
21 Urban Villages	0	0.0%	0	0	0.0%	(
59 Southwestern Families	0	0.0%	0	0	0.0%	(
64 City Commons	0	0.0%	0	0	0.0%	(
L10. Traditional Living	0	0.0%	0	0	0.0%	(
24 Main Street, USA	0	0.0%	0	0	0.0%	(
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	(
33 Midlife Junction	0	0.0%	0	0	0.0%	(
34 Family Foundations	0	0.0%	0	0	0.0%	(
Idd Factorias O Farms		0.00/	•	•	0.00/	
L11. Factories & Farms	0	0.0%	0	<b>0</b>	0.0%	(
25 Salt of the Earth	0	0.0%	0		0.0%	(
37 Prairie Living	0	0.0%	0	0	0.0%	(
42 Southern Satellites	0	0.0%	0	0	0.0%	(
53 Home Town	0	0.0%	0	0	0.0%	(
56 Rural Bypasses	0	0.0%	0	0	0.0%	(
L12. American Quilt	0	0.0%	0	0	0.0%	(
26 Midland Crowd	0	0.0%	0	0	0.0%	(
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	(
41 Crossroads	0	0.0%	0	0	0.0%	(
46 Rooted Rural	0	0.0%	0	0	0.0%	(
66 Unclassified	0	0.0%	0	0	0.0%	(

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

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233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 4 minutes Prepared by Ben Wilson Latitude: 41.878699814 Longitude: -87.63661346

Tapestry Urbanization Groups		3 Households			3 Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	41,063	100.0%		70,183	100.0%	
U1. Principal Urban Centers I	40,955	99.7%	1185	69,963	99.7%	121
08 Laptops and Lattes	10,220	24.9%	2453	17,167	24.5%	3269
11 Pacific Heights	0	0.0%	0	0	0.0%	(
20 City Lights	0	0.0%	0	0	0.0%	
21 Urban Villages	0	0.0%	0	0	0.0%	
23 Trendsetters	179	0.4%	38	357	0.5%	5
27 Metro Renters	30,556	74.4%	4518	52,439	74.7%	692
35 International Marketplace	, 0	0.0%	0	0	0.0%	
44 Urban Melting Pot	0	0.0%	0	0	0.0%	-
U2. Principal Urban Centers II	25	0.1%	1	42	0.1%	:
45 City Strivers	0	0.0%	0	0	0.0%	
47 Las Casas	0	0.0%	0	0	0.0%	
54 Urban Rows	0	0.0%	0	0	0.0%	
58 NeWest Residents	0	0.0%	0	0	0.0%	
61 High Rise Renters	25	0.1%	10	42	0.1%	
64 City Commons	0	0.0%	0	0	0.0%	
65 Social Security Set	0	0.0%	0	0	0.0%	
os social security sec	· ·	0.0 %	· ·	· ·	0.070	
U3. Metro Cities I	15	0.0%	0	53	0.1%	
01 Top Rung	0	0.0%	0	0	0.0%	
03 Connoisseurs	0	0.0%	0	0	0.0%	
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	
09 Urban Chic	0	0.0%	0	0	0.0%	
10 Pleasant-Ville	0	0.0%	0	0	0.0%	
16 Enterprising Professionals	0	0.0%	0	0	0.0%	
19 Milk and Cookies	0	0.0%	0	0	0.0%	
22 Metropolitans	15	0.0%	2	53	0.1%	
U4. Metro Cities II	0	0.0%	0	0	0.0%	1
28 Aspiring Young Families	0	0.0%	0	0	0.0%	
30 Retirement Communities	0	0.0%	0	0	0.0%	
34 Family Foundations	0	0.0%	0	0	0.0%	
36 Old and Newcomers	0	0.0%	0	0	0.0%	
39 Young and Restless	0	0.0%	0	0	0.0%	
52 Inner City Tenants	0	0.0%	0	0	0.0%	
60 City Dimensions	0	0.0%	0	0	0.0%	
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	(
04 Boomburbs	0	0.0%	0	0	0.0%	
24 Main Street, USA	0	0.0%	0	0	0.0%	
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	
48 Great Expectations	0	0.0%	0	0	0.0%	
10 Ordat Expectations	U	0.070	U	U	0.0 /0	

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Urbanization Groups	2013	B Households		2013	3 Population	
	Number	Percent	Index	Number	Percent	Index
Total:	41,063	100.0%		70,183	100.0%	
U6. Urban Outskirts II	68	0.2%	3	125	0.2%	3
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	68	0.2%	18	125	0.2%	20
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
	_		_			
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Latitude: 41.8/8699814 Longitude: -87.63661346

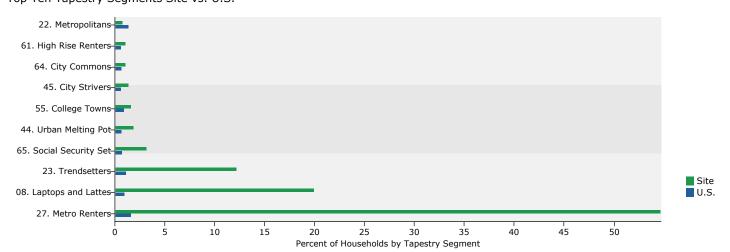
#### **Top Twenty Tapestry Segments**

Tapestry descriptions can be found here

		Househo	olds	U.S. House	holds	
		C	Cumulative	C	umulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	27. Metro Renters	54.7%	54.7%	1.6%	1.6%	3322
2	08. Laptops and Lattes	20.0%	74.7%	1.0%	2.6%	1,967
3	23. Trendsetters	12.2%	86.9%	1.2%	3.8%	1,051
4	65. Social Security Set	3.2%	90.1%	0.7%	4.5%	433
5	44. Urban Melting Pot	1.9%	92.0%	0.7%	5.2%	282
	Subtotal	92.0%		5.2%		
	EE Callana Taurra	1.60/	02.60/	0.00/	C 10/	175
6	55. College Towns	1.6%	93.6%	0.9%	6.1%	175
7	45. City Strivers	1.4%	95.0%	0.7%	6.8%	207
8	64. City Commons	1.1%	96.1%	0.7%	7.5%	162
9	61. High Rise Renters	1.1%	97.2%	0.6%	8.1%	164
10	22. Metropolitans	0.9%	98.1%	1.4%	9.5%	60
	Subtotal	6.1%		4.3%		
11	36. Old and Newcomers	0.5%	98.6%	2.0%	11.5%	26
12	60. City Dimensions	0.4%	99.0%	0.9%	12.4%	44
13	16. Enterprising Professionals	0.4%	99.4%	1.9%	14.3%	19
14	35. International Marketplace	0.3%	99.7%	1.3%	15.6%	24
15	48. Great Expectations	0.3%	100.0%	1.7%	17.3%	16
	Subtotal	1.9%		7.8%		
1.5	FO NeWest Desidents	0.10/	100.10/	1.00/	10.20/	1.4
16	58. NeWest Residents	0.1%	100.1%	1.0%	18.3%	14

Subtotal	0.1%	1.0%	
Total	100.0%	18.3%	545

Top Ten Tapestry Segments Site vs. U.S.

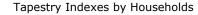


**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the United States, by segment. An index of 100 is the US average.

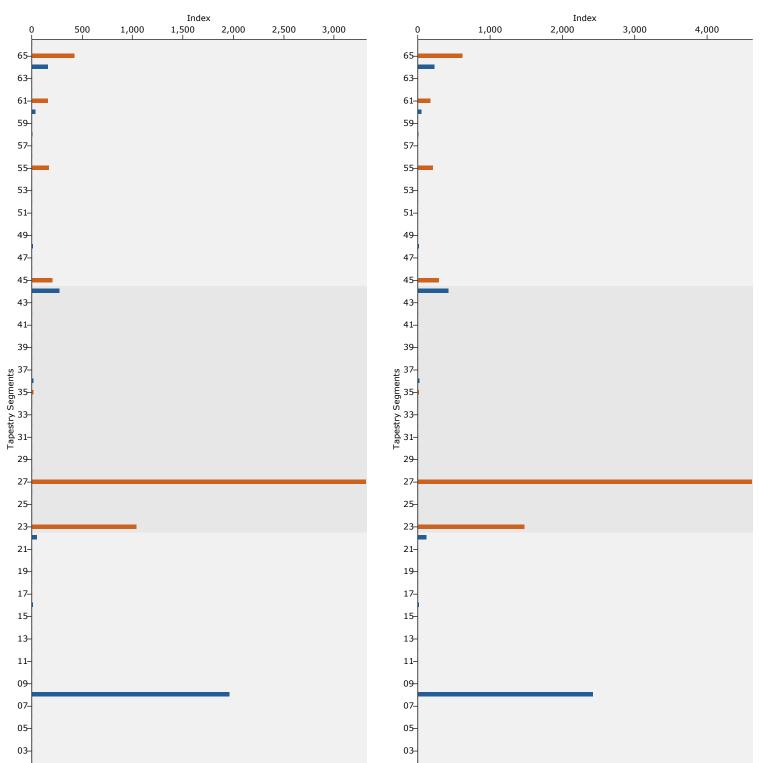


233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 6 minutes Prepared by Ben Wilson

Latitude: 41.878699814 Longitude: -87.63661346



#### Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the united States, by segment. An index of 100 is the US average.



233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 6 minutes Prepared by Ben Wilson Latitude: 41.878699814 Longitude: -87.63661346

Tapestry LifeMode Groups	2013 Households				2013 Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	108,759	100.0%		198,515	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	
01 Top Rung	0	0.0%	0	0	0.0%	
02 Suburban Splendor	0	0.0%	0	0	0.0%	
03 Connoisseurs	0	0.0%	0	0	0.0%	
04 Boomburbs	0	0.0%	0	0	0.0%	
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	
06 Sophisticated Squires	0	0.0%	0	0	0.0%	
07 Exurbanites	0	0.0%	0	0	0.0%	
or Excibatines	v	0.0 70	ŭ	O O	0.0 70	
L2. Upscale Avenues	386	0.4%	3	926	0.5%	
09 Urban Chic	0	0.0%	0	0	0.0%	
10 Pleasant-Ville	0	0.0%	0	0	0.0%	
11 Pacific Heights	0	0.0%	0	0	0.0%	
13 In Style	0	0.0%	0	0	0.0%	
16 Enterprising Professionals	386	0.4%	19	926	0.5%	2
17 Green Acres	0	0.0%	0	0	0.0%	
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	
L3. Metropolis	2,438	2.2%	42	7,325	3.7%	7
20 City Lights	0	0.0%	0	0	0.0%	
22 Metropolitans	935	0.9%	60	3,158	1.6%	13
45 City Strivers	1,503	1.4%	207	4,167	2.1%	29
51 Metro City Edge	0	0.0%	0	0	0.0%	
54 Urban Rows	0	0.0%	0	0	0.0%	
62 Modest Income Homes	0	0.0%	0	0	0.0%	
L4. Solo Acts	95,045	87.4%	1190	164,785	83.0%	149
08 Laptops and Lattes	21,704	20.0%	1967	36,120	18.2%	243
23 Trendsetters	13,274	12.2%	1051	28,421	14.3%	148
27 Metro Renters	59,500	54.7%	3322	99,043	49.9%	462
36 Old and Newcomers	567	0.5%	26	1,201	0.6%	3
39 Young and Restless	0	0.0%	0	0	0.0%	3
-						
L5. Senior Styles	3,497	3.2%	25	6,721	3.4%	3
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	
15 Silver and Gold	0	0.0%	0	0	0.0%	
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	
30 Retirement Communities	0	0.0%	0	0	0.0%	
43 The Elders	0	0.0%	0	0	0.0%	
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	
50 Heartland Communities	0	0.0%	0	0	0.0%	
57 Simple Living	0	0.0%	0	0	0.0%	
65 Social Security Set	3,497	3.2%	433	6,721	3.4%	63
L6. Scholars & Patriots	1,788	1.6%	103	3,878	2.0%	10
40 Military Proximity	0	0.0%	0	0	0.0%	10
55 College Towns	1,788	1.6%	175	3,878	2.0%	22
63 Dorms to Diplomas		0.0%			0.0%	22
טט טטווווט נט טוווטטווומט	0	0.0%	0	0	0.0%	

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.



233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 6 minutes Prepared by Ben Wilson Latitude: 41.878699814 Longitude: -87.63661346

Tapestry LifeMode Groups	2013 Households				2013 Population	
	Number	Percent	Index	Number	Percent	Index
Total:	108,759	100.0%		198,515	100.0%	
L7. High Hopes	289	0.3%	7	738	0.4%	10
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	289	0.3%	16	738	0.4%	24
L8. Global Roots	4,115	3.8%	46	10,820	5.5%	55
35 International Marketplace	345	0.3%	24	759	0.4%	25
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	2,066	1.9%	282	6,030	3.0%	435
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	143	0.1%	14	414	0.2%	17
60 City Dimensions	408	0.4%	44	1,056	0.5%	58
61 High Rise Renters	1,153	1.1%	164	2,561	1.3%	188
L9. Family Portrait	1,201	1.1%	12	3,322	1.7%	16
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	1,201	1.1%	162	3,322	1.7%	238
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
	_		_	_		

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the United States, by segment. An index of 100 is the US average.

0.0%

Source: Esri

66 Unclassified

0.0%

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233 South Wacker, Chicago, IL 233 S Wacker Dr, Chicago, Illinois, 60606, Drive Time: 6 minutes Prepared by Ben Wilson Latitude: 41.878699814 Longitude: -87.63661346

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	108,759	100.0%		198,515	100.0%	
U1. Principal Urban Centers I	96,889	89.1%	1059	170,373	85.8%	1046
08 Laptops and Lattes	21,704	20.0%	1967	36,120	18.2%	2432
11 Pacific Heights	0	0.0%	0	0	0.0%	(
20 City Lights	0	0.0%	0	0	0.0%	(
21 Urban Villages	0	0.0%	0	0	0.0%	(
23 Trendsetters	13,274	12.2%	1051	28,421	14.3%	148
27 Metro Renters	59,500	54.7%	3322	99,043	49.9%	462
35 International Marketplace	345	0.3%	24	759	0.4%	25
44 Urban Melting Pot	2,066	1.9%	282	6,030	3.0%	435
U2. Principal Urban Centers II	7,497	6.9%	143	17,185	8.7%	159
45 City Strivers	1,503	1.4%	207	4,167	2.1%	298
47 Las Casas	0	0.0%	0	0	0.0%	
54 Urban Rows	0	0.0%	0	0	0.0%	(
58 NeWest Residents	143	0.1%	14	414	0.2%	17
61 High Rise Renters	1,153	1.1%	164	2,561	1.3%	188
64 City Commons	1,201	1.1%	162	3,322	1.7%	238
65 Social Security Set	3,497	3.2%	433	6,721	3.4%	63
os social security sec	5,457	5.2 /0	433	0,721	5.4 70	030
U3. Metro Cities I	1,321	1.2%	10	4,084	2.1%	17
01 Top Rung	0	0.0%	0	0	0.0%	(
03 Connoisseurs	0	0.0%	0	0	0.0%	(
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	(
09 Urban Chic	0	0.0%	0	0	0.0%	(
10 Pleasant-Ville	0	0.0%	0	0	0.0%	(
16 Enterprising Professionals	386	0.4%	19	926	0.5%	28
19 Milk and Cookies	0	0.0%	0	0	0.0%	(
22 Metropolitans	935	0.9%	60	3,158	1.6%	134
U4. Metro Cities II	975	0.9%	8	2,257	1.1%	11
28 Aspiring Young Families	0	0.0%	0	0	0.0%	(
30 Retirement Communities	0	0.0%	0	0	0.0%	(
34 Family Foundations	0	0.0%	0	0	0.0%	(
36 Old and Newcomers	567	0.5%	26	1,201	0.6%	38
39 Young and Restless	0	0.0%	0	0	0.0%	(
52 Inner City Tenants	0	0.0%	0	0	0.0%	(
60 City Dimensions	408	0.4%	44	1,056	0.5%	58
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	(
U5. Urban Outskirts I	289	0.3%	3	738	0.4%	3
04 Boomburbs	0	0.0%	0	0	0.0%	-
24 Main Street, USA	0	0.0%	0	0	0.0%	(
32 Rustbelt Traditions			0	0	0.0%	(
32 RUSLDEIL HAUILIONS	U	U.U%n	U		0.070	
38 Industrious Urban Fringe	0	0.0% 0.0%	0	0	0.0%	

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Inde
Total:	108,759	100.0%		198,515	100.0%	
U6. Urban Outskirts II	1,788	1.6%	32	3,878	2.0%	38
51 Metro City Edge	0	0.0%	0	0	0.0%	(
55 College Towns	1,788	1.6%	175	3,878	2.0%	222
57 Simple Living	, 0	0.0%	0	, 0	0.0%	(
59 Southwestern Families	0	0.0%	0	0	0.0%	(
62 Modest Income Homes	0	0.0%	0	0	0.0%	
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	
02 Suburban Splendor	0	0.0%	0	0	0.0%	
06 Sophisticated Squires	0	0.0%	0	0	0.0%	
07 Exurbanites	0	0.0%	0	0	0.0%	
12 Up and Coming Families	0	0.0%	0	0	0.0%	
13 In Style	0	0.0%	0	0	0.0%	
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	
15 Silver and Gold	0	0.0%	0	0	0.0%	
J8. Suburban Periphery II	0	0.0%	0	0	0.0%	
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	
33 Midlife Junction	0	0.0%	0	0	0.0%	
	0	0.0%	0	0	0.0%	
40 Military Proximity 43 The Elders	0	0.0%	0	0	0.0%	
53 Home Town	0	0.0%	0	0	0.0%	
U9. Small Towns	0	0.0%	0	0	0.0%	
41 Crossroads	0	0.0%	0	0	0.0%	
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	
50 Heartland Communities	0	0.0%	0	0	0.0%	
U10. Rural I	0	0.0%	0	0	0.0%	
17 Green Acres	0	0.0%	0	0	0.0%	
25 Salt of the Earth	0	0.0%	0	0	0.0%	
26 Midland Crowd	0	0.0%	0	0	0.0%	
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	
U11. Rural II	0	0.0%	0	0	0.0%	
37 Prairie Living	0	0.0%	0	0	0.0%	
42 Southern Satellites	0	0.0%	0	0	0.0%	
46 Rooted Rural	0	0.0%	0	0	0.0%	
56 Rural Bypasses	0	0.0%	0	0	0.0%	
66 Unclassified	0	0.0%	0	0	0.0%	

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

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