

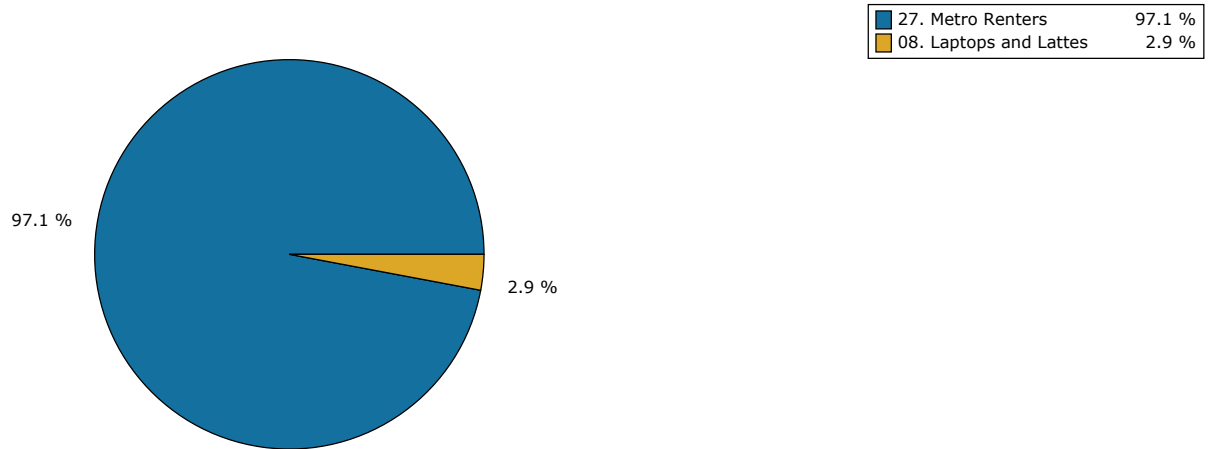


Lifestyle Report

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 10 Tapestry Segments



Top 10 Tapestry Segments:

27. Metro Renters

Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers in some of the largest U.S. cities such as New York, Chicago, and Los Angeles. Residents will sometimes share housing with a roommate to help defray the cost of their high rent. Households are either single person or shared. The median age of 32.1 years is younger than the U.S. median of 37.3 years. Approximately 30 percent are in their 20s; 14 percent are in their early 30s. This younger population is also more diverse than the U.S. population. Eleven and a half percent of the residents are Asian. The median household income is \$49,852. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/27_metro_renters.pdf

08. Laptops and Lattes

With no homeownership or child-rearing responsibilities, residents of Laptops and Lattes neighborhoods enjoy single life in the big city. Most households are singles who live alone or with a roommate. The average household size remains constant at 1.8. The median age is 37.6 years. Although most of the population is white, Asians represent 10.4 percent of the total population (almost two-and-one-half times the national level). This segment is affluent; the median household income of \$97,408 supports these residents. The median net worth is \$84,978, despite a minority of homeowners. Laptops and Lattes residents are highly educated. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/08_laptops_and_lattes.pdf

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

March 10, 2014



Lifestyle Report

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

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.

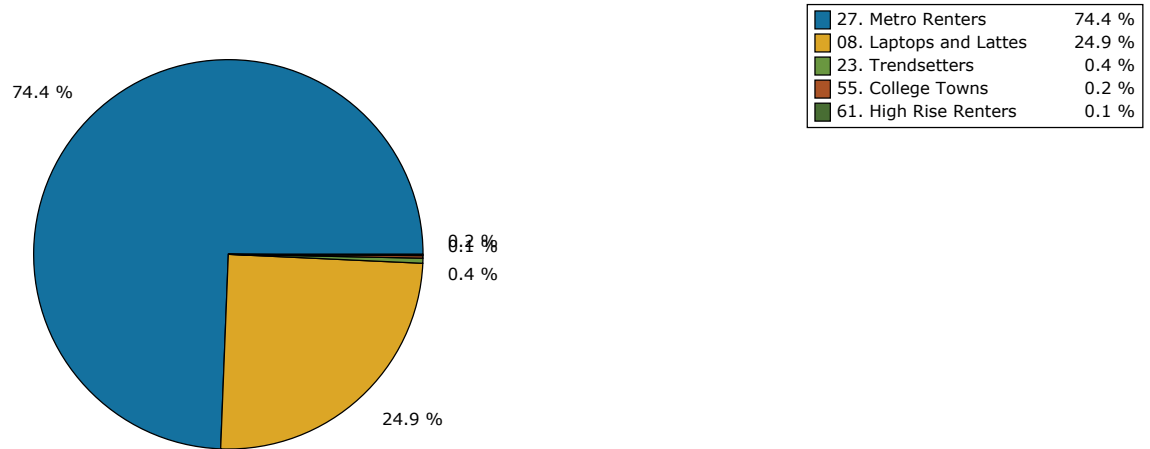
Source: Esri

March 10, 2014

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

Top 10 Tapestry Segments



Top 10 Tapestry Segments:

27. Metro Renters

Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers in some of the largest U.S. cities such as New York, Chicago, and Los Angeles. Residents will sometimes share housing with a roommate to help defray the cost of their high rent. Households are either single person or shared. The median age of 32.1 years is younger than the U.S. median of 37.3 years. Approximately 30 percent are in their 20s; 14 percent are in their early 30s. This younger population is also more diverse than the U.S. population. Eleven and a half percent of the residents are Asian. The median household income is \$49,852. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/27_metro_renters.pdf

08. Laptops and Lattes

With no homeownership or child-rearing responsibilities, residents of Laptops and Lattes neighborhoods enjoy single life in the big city. Most households are singles who live alone or with a roommate. The average household size remains constant at 1.8. The median age is 37.6 years. Although most of the population is white, Asians represent 10.4 percent of the total population (almost two-and-one-half times the national level). This segment is affluent; the median household income of \$97,408 supports these residents. The median net worth is \$84,978, despite a minority of homeowners. Laptops and Lattes residents are highly educated. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/08_laptops_and_lattes.pdf

23. Trendsetters

On the cutting edge of urban style, Trendsetters residents are young, diverse, and mobile. More than half the households are singles who live alone or share the rent with a roommate. Families comprise the remainder. With a median age of 34.8 years, this segment is slightly younger than the U.S. median. Ethnically diverse, 13.7 percent of the residents are Asian and 23 percent are Hispanic; both percentages are well above those of the U.S. These residents are educated professionals who work in substantive jobs. Nineteen percent of the residents who are aged 25 years and older hold a graduate degree, 30 percent have earned a bachelor's degree, and 73 percent have attended college. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/23_trendsetters.pdf

55. College Towns

With a median age of 24.4 years, College Towns is the third youngest of all the Tapestry segments. Most residents are aged between 18 and 34 years and live in single-person or shared households. One-fourth of households are occupied by married-couple families. The race profile of this market is somewhat similar to the U.S. profile. Approximately three-fourths of the residents are white. College Towns residents are focused on their education; 59 percent are enrolled in college or graduate school. After graduation, other residents stayed on to teach or do research. Because many students only work part-time, the median household income of \$32,433 ranks near the low end. Fifty-two percent of the employed residents work part-time. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/55_college_towns.pdf

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



Lifestyle Report

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

61. High Rise Renters

High Rise Renters residents are a diverse mix of race and ethnicity. More than half of the residents are Hispanic, mainly from Puerto Rico or the Dominican Republic. Forty percent of the residents are black, 21 percent are white, and 7 percent are of two or more races. A higher-than-average proportion (28 percent) of other races is also represented. Many residents speak a language other than English. Household types are mainly single parent and single person; however, a higher-than-average proportion of other family households is also present. Their median age of 31.9 years is younger than the U.S. median. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/61_high_rise_renters.pdf

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.

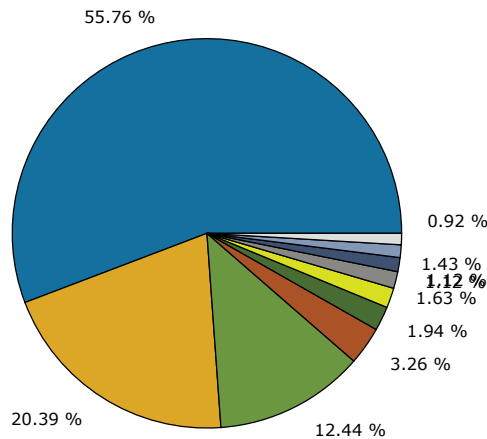
Source: Esri

March 10, 2014

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

Top 10 Tapestry Segments



27. Metro Renters	55.76 %
08. Laptops and Lattes	20.39 %
23. Trendsetters	12.44 %
65. Social Security Set	3.26 %
44. Urban Melting Pot	1.94 %
55. College Towns	1.63 %
45. City Strivers	1.43 %
64. City Commons	1.12 %
61. High Rise Renters	1.12 %
22. Metropolitans	0.92 %

Top 10 Tapestry Segments:

27. Metro Renters

Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers in some of the largest U.S. cities such as New York, Chicago, and Los Angeles. Residents will sometimes share housing with a roommate to help defray the cost of their high rent. Households are either single person or shared. The median age of 32.1 years is younger than the U.S. median of 37.3 years. Approximately 30 percent are in their 20s; 14 percent are in their early 30s. This younger population is also more diverse than the U.S. population. Eleven and a half percent of the residents are Asian. The median household income is \$49,852. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/27_metro_renters.pdf

08. Laptops and Lattes

With no homeownership or child-rearing responsibilities, residents of Laptops and Lattes neighborhoods enjoy single life in the big city. Most households are singles who live alone or with a roommate. The average household size remains constant at 1.8. The median age is 37.6 years. Although most of the population is white, Asians represent 10.4 percent of the total population (almost two-and-one-half times the national level). This segment is affluent; the median household income of \$97,408 supports these residents. The median net worth is \$84,978, despite a minority of homeowners. Laptops and Lattes residents are highly educated. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/08_laptops_and_lattes.pdf

23. Trendsetters

On the cutting edge of urban style, Trendsetters residents are young, diverse, and mobile. More than half the households are singles who live alone or share the rent with a roommate. Families comprise the remainder. With a median age of 34.8 years, this segment is slightly younger than the U.S. median. Ethnically diverse, 13.7 percent of the residents are Asian and 23 percent are Hispanic; both percentages are well above those of the U.S. These residents are educated professionals who work in substantive jobs. Nineteen percent of the residents who are aged 25 years and older hold a graduate degree, 30 percent have earned a bachelor's degree, and 73 percent have attended college. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/23_trendsetters.pdf

65. Social Security Set

Four in ten householders are aged 65 years or older; the median age is 44.4 years. Most of them live alone. Somewhat ethnically diverse, Social Security Set neighborhoods are a blend of different racial groups; however, half of the residents are white, one-third are black, and 18 percent are Hispanic. Although Social Security Set residents live on very low fixed incomes, they have accumulated some wealth they can tap into now that they're retired. Their median household income is \$16,332. Eight percent of households rely on public assistance; 16 percent receive Supplemental Security Income. The service industry provides more than half of the jobs held by these employed residents. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/65_social_security_set.pdf

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



Lifestyle Report

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

44. Urban Melting Pot

Recently settled immigrants live in ethnically rich Urban Melting Pot neighborhoods. More than half of the population is foreign born; half of these have come to the U.S. in the last 10 years. The median age is 36.4 years, slightly younger than the U.S. median of 37.3. Distinctly diverse, more than one in four are Hispanic. Whites represent 47 percent of the population; Asians, 30 percent; and 6 percent are multiracial. Household types are equally diverse: 45 percent are married couple families; 30 percent are singles who live alone; single parents, other family types, and shared households also live in these neighborhoods. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/44_urban_melting_pot.pdf

55. College Towns

With a median age of 24.4 years, College Towns is the third youngest of all the Tapestry segments. Most residents are aged between 18 and 34 years and live in single-person or shared households. One-fourth of households are occupied by married-couple families. The race profile of this market is somewhat similar to the U.S. profile. Approximately three-fourths of the residents are white. College Towns residents are focused on their education; 59 percent are enrolled in college or graduate school. After graduation, other residents stayed on to teach or do research. Because many students only work part-time, the median household income of \$32,433 ranks near the low end. Fifty-two percent of the employed residents work part-time. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/55_college_towns.pdf

45. City Strivers

Residents of this young, relatively diverse urban market have a median age of 33.8 years and a 68 percent mix of family types, such as married couples, single parents, and other families. Nearly eight in ten residents are black. The median household income is \$36,621. Some households receive Supplemental Security Income or public assistance income. Education attainment levels are below those of the U.S.; approximately 44 percent of residents aged 25 years and older have attended college. Approximately half of employed residents work in the service and health care industry sectors in the city. Twenty-two percent of the residents who are employed are government workers, employed primarily by the local government. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/45_city_strivers.pdf

64. City Commons

Single-parent families or singles who live alone comprise most of these very young households. With a median age of 26.7 years, City Commons is one of Tapestry's youngest segments. Approximately half of the households have children; some households are multigenerational, with adults still living at home or grandparents who provide child care. The average household size of 2.8 is higher than the national average. Since 2000, population in these areas has declined at 0.4 percent per year. These neighborhoods are not ethnically diverse; 81 percent of the population is black. Thirty-one percent of the residents who work are employed in service occupations. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/64_city_commons.pdf

61. High Rise Renters

High Rise Renters residents are a diverse mix of race and ethnicity. More than half of the residents are Hispanic, mainly from Puerto Rico or the Dominican Republic. Forty percent of the residents are black, 21 percent are white, and 7 percent are of two or more races. A higher-than-average proportion (28 percent) of other races is also represented. Many residents speak a language other than English. Household types are mainly single parent and single person; however, a higher-than-average proportion of other family households is also present. Their median age of 31.9 years is younger than the U.S. median. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/61_high_rise_renters.pdf

22. Metropolitans

Residents of Metropolitans communities prefer to live in older city neighborhoods. Approximately half of these households are singles who live alone or with others; 40 percent are married-couple families. One in four of the residents is aged 20–34 years; the median age is 37.1 years. Diversity is low; most of the population is white. Half of the residents who are employed work in professional or managerial positions. More than 77 percent of the population aged 25 years and older have attended college or completed a degree program. Thirty percent have earned a bachelor's degree, and 22 percent hold a graduate degree. The median household income is \$54,926. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/22_metropolitans.pdf

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

March 10, 2014