TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	1,724	20.10%	11.4%	177
Cozy Country Living (L6)	3,026	35.28%	12.0%	295
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	819	9.55%	10.9%	88
Senior Styles (L9)	313	3.65%	5.8%	63
Rustic Outposts (L10)	465	5.42%	8.2%	66
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,229	25.99%	6.1%	423
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

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Key Facts

$149,672 Median Home Value

$55,691 Median HH Income

2.7 Home Value to Income Ratio

42.2 Median Age

8,576 Households

Education

8% No HS Diploma

47% HS Graduate

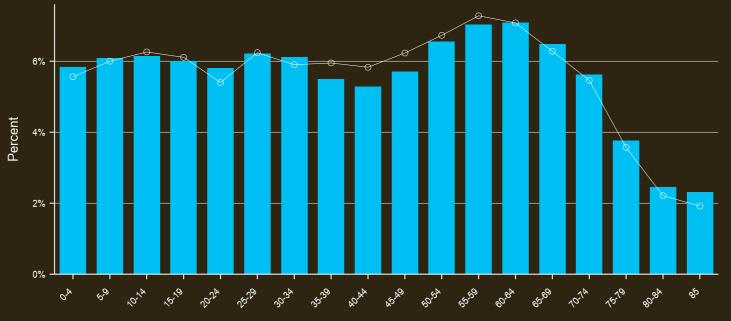**27%** Some College

18% Degree or Higher

Age Profile

Dots show comparison to Champaign County

Households By Income

The largest group: $50,000 - $74,999 (23.7%)

The smallest group: $200,000+ (1.5%)

Indicator	Value	Difference	
<$15,000	8.7%	+1.8%	
$15,000 - $24,999	9.8%	+1.8%	
$25,000 - $34,999	10.2%	+2.0%	
$35,000 - $49,999	13.7%	0	
$50,000 - $74,999	23.7%	0	
$75,000 - $99,999	15.9%	-1.0%	
$100,000 - $149,999	12.3%	-3.3%	
$150,000 - $199,999	4.2%	-1.1%	
$200,000+	1.5%	-0.3%	

Bars show deviation from Champaign County

Parish Boundaries: St. Mary (Urbana)

Springfield

Tapestry Segments

		Segment	%	
12C		**Small Town Simplicity** 1,919 households	**22.4%** of Households	
6B		**Salt of the Earth** 1,668 households	**19.4%** of Households	
5E		**Midlife Constants** 1,260 households	**14.7%** of Households	

This infographic contains data provided by Esri. The vintage of the data is 2020.

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