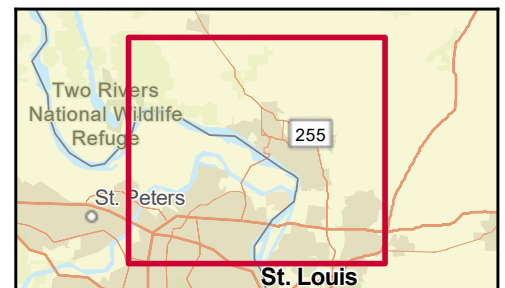
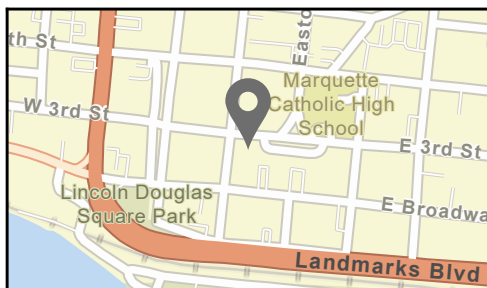
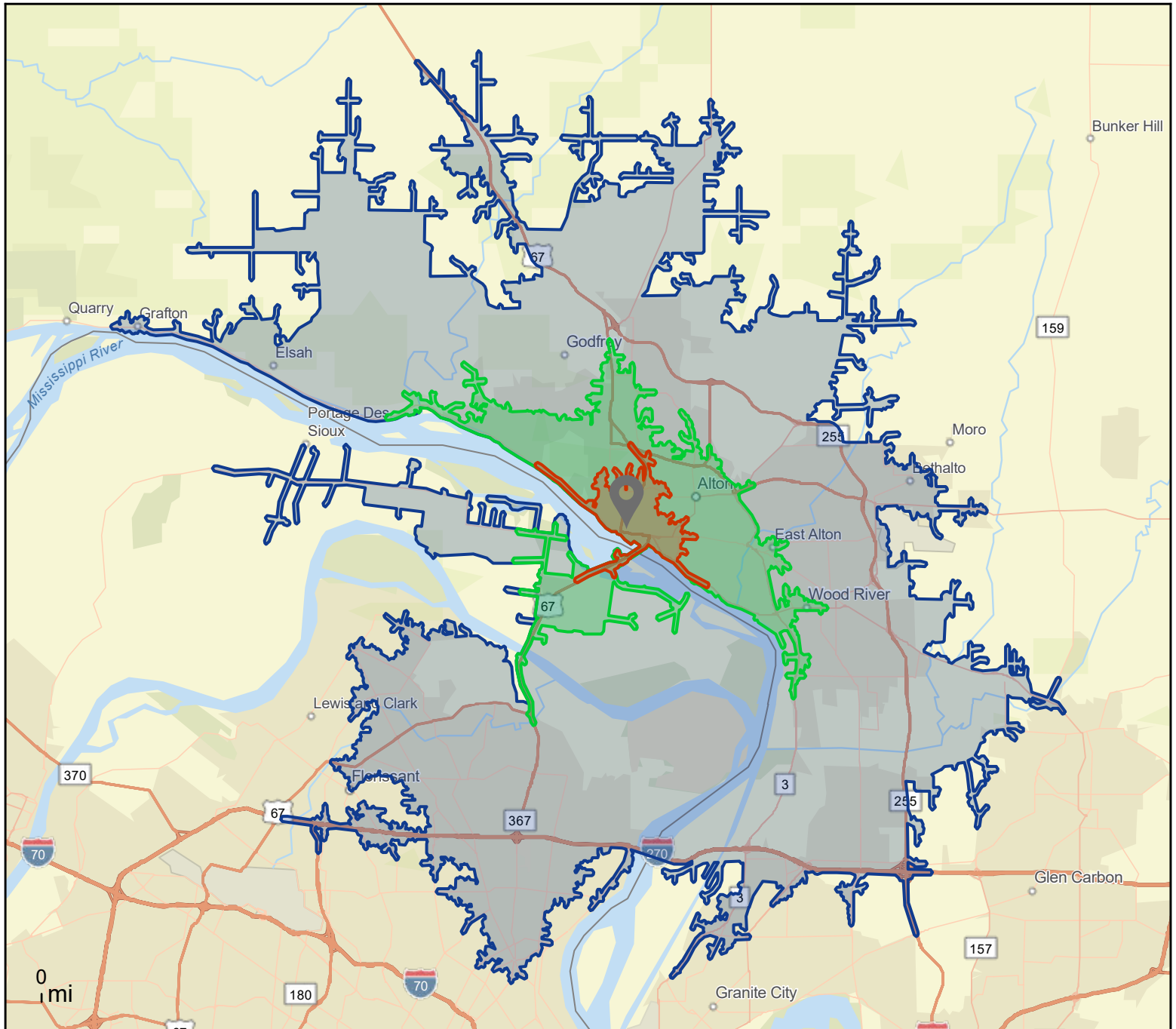


Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5, 10, 20 minute radii

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394





Market Profile

Alton, IL
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	5 minutes	10 minutes	20 minutes
Population Summary			
2010 Total Population	7,959	36,287	212,986
2020 Total Population	6,982	33,301	203,668
2020 Group Quarters	92	435	3,798
2023 Total Population	6,813	32,715	201,883
2023 Group Quarters	91	433	3,804
2028 Total Population	6,699	32,278	199,115
2023-2028 Annual Rate	-0.34%	-0.27%	-0.28%
2023 Total Daytime Population	9,926	37,625	175,856
Workers	6,288	19,701	68,979
Residents	3,638	17,924	106,877
Household Summary			
2010 Households	3,363	15,234	85,007
2010 Average Household Size	2.33	2.35	2.46
2020 Total Households	3,085	14,639	83,632
2020 Average Household Size	2.23	2.25	2.39
2023 Households	3,082	14,614	83,475
2023 Average Household Size	2.18	2.21	2.37
2028 Households	3,080	14,642	83,404
2028 Average Household Size	2.15	2.17	2.34
2023-2028 Annual Rate	-0.01%	0.04%	-0.02%
2010 Families	1,851	9,082	56,090
2010 Average Family Size	3.11	2.99	3.03
2023 Families	1,608	8,281	52,950
2023 Average Family Size	2.99	2.89	2.98
2028 Families	1,599	8,255	52,700
2028 Average Family Size	2.95	2.85	2.95
2023-2028 Annual Rate	-0.11%	-0.06%	-0.09%
Housing Unit Summary			
2000 Housing Units	4,203	17,525	91,627
Owner Occupied Housing Units	49.1%	60.9%	69.4%
Renter Occupied Housing Units	36.3%	29.3%	24.8%
Vacant Housing Units	14.6%	9.8%	5.8%
2010 Housing Units	3,967	17,222	93,467
Owner Occupied Housing Units	45.6%	56.1%	64.3%
Renter Occupied Housing Units	39.2%	32.4%	26.6%
Vacant Housing Units	15.2%	11.5%	9.1%
2020 Housing Units	3,739	16,801	93,149
Owner Occupied Housing Units	44.2%	53.2%	57.5%
Renter Occupied Housing Units	38.4%	33.9%	32.3%
Vacant Housing Units	16.4%	12.1%	10.2%
2023 Housing Units	3,756	16,833	93,227
Owner Occupied Housing Units	52.8%	58.1%	61.4%
Renter Occupied Housing Units	29.3%	28.7%	28.1%
Vacant Housing Units	17.9%	13.2%	10.5%
2028 Housing Units	3,759	16,875	93,441
Owner Occupied Housing Units	53.9%	59.3%	62.2%
Renter Occupied Housing Units	28.0%	27.4%	27.1%
Vacant Housing Units	18.1%	13.2%	10.7%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	3,082	14,614	83,475
<\$15,000	18.3%	13.3%	11.1%
\$15,000 - \$24,999	11.4%	9.2%	10.0%
\$25,000 - \$34,999	7.5%	11.3%	8.8%
\$35,000 - \$49,999	14.2%	14.3%	13.9%
\$50,000 - \$74,999	17.2%	19.0%	18.7%
\$75,000 - \$99,999	11.3%	11.3%	13.7%
\$100,000 - \$149,999	11.5%	13.6%	14.6%
\$150,000 - \$199,999	5.6%	5.1%	5.8%
\$200,000+	3.0%	2.9%	3.4%
Average Household Income	\$69,495	\$72,065	\$77,174
2028 Households by Income			
Household Income Base	3,080	14,642	83,404
<\$15,000	16.6%	12.2%	10.1%
\$15,000 - \$24,999	9.6%	7.5%	8.0%
\$25,000 - \$34,999	7.0%	9.9%	7.5%
\$35,000 - \$49,999	13.1%	13.1%	12.6%
\$50,000 - \$74,999	17.2%	19.2%	18.2%
\$75,000 - \$99,999	12.0%	12.1%	14.3%
\$100,000 - \$149,999	13.6%	16.0%	17.0%
\$150,000 - \$199,999	7.1%	6.5%	8.0%
\$200,000+	3.7%	3.4%	4.3%
Average Household Income	\$79,875	\$81,889	\$89,030
2023 Owner Occupied Housing Units by Value			
Total	1,983	9,781	57,243
<\$50,000	18.9%	15.8%	9.8%
\$50,000 - \$99,999	22.7%	30.6%	22.3%
\$100,000 - \$149,999	29.1%	22.1%	27.2%
\$150,000 - \$199,999	14.3%	13.5%	17.4%
\$200,000 - \$249,999	5.1%	5.3%	8.0%
\$250,000 - \$299,999	4.3%	3.8%	5.0%
\$300,000 - \$399,999	3.6%	4.3%	4.4%
\$400,000 - \$499,999	1.4%	2.6%	2.1%
\$500,000 - \$749,999	0.2%	0.8%	1.7%
\$750,000 - \$999,999	0.3%	0.6%	0.8%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.7%
Average Home Value	\$130,507	\$144,615	\$181,747
2028 Owner Occupied Housing Units by Value			
Total	2,027	10,011	58,068
<\$50,000	11.7%	11.6%	6.7%
\$50,000 - \$99,999	12.5%	18.4%	12.8%
\$100,000 - \$149,999	21.8%	19.6%	19.2%
\$150,000 - \$199,999	16.3%	15.0%	18.8%
\$200,000 - \$249,999	8.7%	8.5%	12.2%
\$250,000 - \$299,999	11.6%	8.1%	9.8%
\$300,000 - \$399,999	11.5%	9.3%	9.4%
\$400,000 - \$499,999	4.8%	6.0%	4.3%
\$500,000 - \$749,999	0.5%	2.1%	2.8%
\$750,000 - \$999,999	0.3%	0.7%	1.7%
\$1,000,000 - \$1,499,999	0.2%	0.7%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.0%	0.8%
Average Home Value	\$190,890	\$197,218	\$246,502

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2023	\$48,045	\$51,729	\$56,247
2028	\$53,883	\$57,226	\$63,948
Median Home Value			
2023	\$114,446	\$108,183	\$132,853
2028	\$162,576	\$151,527	\$180,103
Per Capita Income			
2023	\$31,757	\$32,687	\$31,961
2028	\$37,091	\$37,715	\$37,342
Median Age			
2010	35.8	38.0	38.8
2020	39.6	41.0	40.8
2023	38.5	40.3	41.1
2028	39.6	41.4	41.9
2020 Population by Age			
Total	6,982	33,301	203,668
0 - 4	5.8%	5.6%	5.6%
5 - 9	6.3%	5.8%	6.2%
10 - 14	6.6%	6.1%	6.4%
15 - 24	11.7%	11.8%	12.9%
25 - 34	13.6%	13.4%	12.2%
35 - 44	12.5%	12.1%	11.4%
45 - 54	10.8%	11.6%	12.1%
55 - 64	14.9%	14.9%	14.7%
65 - 74	11.2%	11.0%	11.1%
75 - 84	5.1%	5.6%	5.4%
85 +	1.5%	2.2%	2.0%
18 +	77.0%	78.7%	77.9%
2023 Population by Age			
Total	6,813	32,714	201,882
0 - 4	6.3%	5.8%	5.3%
5 - 9	6.6%	6.1%	5.8%
10 - 14	6.7%	6.1%	6.1%
15 - 24	11.4%	11.0%	11.9%
25 - 34	13.8%	13.6%	13.2%
35 - 44	13.9%	13.3%	12.3%
45 - 54	10.7%	11.3%	11.9%
55 - 64	13.0%	13.3%	13.7%
65 - 74	10.6%	10.9%	11.4%
75 - 84	5.2%	6.0%	6.0%
85 +	1.8%	2.6%	2.3%
18 +	76.8%	78.6%	79.0%
2028 Population by Age			
Total	6,698	32,279	199,115
0 - 4	6.3%	5.8%	5.3%
5 - 9	6.5%	6.0%	5.6%
10 - 14	6.6%	6.2%	6.2%
15 - 24	12.1%	11.3%	11.5%
25 - 34	12.0%	11.6%	11.9%
35 - 44	14.1%	14.1%	13.4%
45 - 54	11.8%	11.7%	11.8%
55 - 64	11.0%	11.6%	12.3%
65 - 74	11.4%	11.9%	12.0%
75 - 84	6.3%	7.0%	7.3%
85 +	1.9%	2.9%	2.6%
18 +	76.7%	78.5%	79.2%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	3,321	16,055	95,508
Females	3,661	17,246	108,160
2023 Population by Sex			
Males	3,302	15,949	95,425
Females	3,511	16,766	106,458
2028 Population by Sex			
Males	3,261	15,721	94,066
Females	3,437	16,558	105,049
2010 Population by Race/Ethnicity			
Total	7,958	36,287	212,986
White Alone	59.3%	75.1%	54.0%
Black Alone	35.7%	20.6%	42.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	3.9%	3.0%	1.9%
Hispanic Origin	2.2%	1.8%	1.4%
Diversity Index	54.1	41.4	53.8
2020 Population by Race/Ethnicity			
Total	6,982	33,301	203,668
White Alone	58.1%	69.9%	45.9%
Black Alone	32.7%	21.4%	47.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.0%
Two or More Races	7.1%	6.7%	4.7%
Hispanic Origin	2.8%	2.6%	2.1%
Diversity Index	57.4	48.8	58.0
2023 Population by Race/Ethnicity			
Total	6,814	32,715	201,883
White Alone	57.1%	69.3%	45.3%
Black Alone	33.4%	21.6%	47.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.5%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.1%
Two or More Races	7.4%	7.1%	4.9%
Hispanic Origin	2.9%	2.7%	2.3%
Diversity Index	58.1	49.6	58.3
2028 Population by Race/Ethnicity			
Total	6,698	32,277	199,114
White Alone	55.5%	67.9%	44.4%
Black Alone	34.4%	22.3%	48.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.5%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	1.2%
Two or More Races	7.9%	7.6%	5.4%
Hispanic Origin	3.1%	2.9%	2.5%
Diversity Index	59.3	51.2	59.0

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	6,982	33,301	203,668
In Households	98.7%	98.7%	98.1%
Householder	44.9%	44.5%	41.0%
Opposite-Sex Spouse	12.6%	14.6%	14.5%
Same-Sex Spouse	0.3%	0.2%	0.1%
Opposite-Sex Unmarried Partner	3.1%	3.4%	2.8%
Same-Sex Unmarried Partner	0.3%	0.3%	0.1%
Biological Child	26.0%	24.8%	27.1%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.1%	1.3%	1.4%
Grandchild	3.0%	2.7%	3.7%
Brother or Sister	1.2%	1.1%	1.2%
Parent	0.7%	0.7%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	1.1%	1.0%	1.5%
Foster Child	0.2%	0.2%	0.2%
Other Nonrelatives	3.0%	2.9%	2.4%
In Group Quarters	1.3%	1.3%	1.9%
Institutionalized	0.5%	0.6%	0.8%
Noninstitutionalized	0.8%	0.7%	1.0%
2023 Population 25+ by Educational Attainment			
Total	4,701	23,242	143,145
Less than 9th Grade	2.6%	2.1%	1.9%
9th - 12th Grade, No Diploma	8.6%	7.3%	5.6%
High School Graduate	21.5%	26.6%	27.1%
GED/Alternative Credential	6.8%	5.8%	4.9%
Some College, No Degree	24.5%	24.6%	24.7%
Associate Degree	9.5%	11.5%	12.0%
Bachelor's Degree	15.1%	14.1%	14.8%
Graduate/Professional Degree	11.4%	8.1%	9.0%
2023 Population 15+ by Marital Status			
Total	5,477	26,841	167,082
Never Married	40.1%	34.5%	35.9%
Married	34.5%	41.5%	43.3%
Widowed	6.8%	8.0%	7.5%
Divorced	18.7%	16.1%	13.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,325	15,764	101,804
Population 16+ Employed	94.6%	94.5%	94.9%
Population 16+ Unemployment rate	5.4%	5.5%	5.1%
Population 16-24 Employed	12.5%	12.7%	13.2%
Population 16-24 Unemployment rate	12.5%	6.9%	10.7%
Population 25-54 Employed	65.4%	64.9%	63.0%
Population 25-54 Unemployment rate	4.6%	5.4%	4.4%
Population 55-64 Employed	16.6%	15.5%	17.0%
Population 55-64 Unemployment rate	3.3%	5.0%	3.6%
Population 65+ Employed	5.5%	6.9%	6.9%
Population 65+ Unemployment rate	3.3%	5.5%	4.1%

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2023 Employed Population 16+ by Industry			
Total	3,146	14,892	96,612
Agriculture/Mining	0.9%	1.0%	0.6%
Construction	5.0%	4.9%	4.1%
Manufacturing	7.5%	11.8%	11.7%
Wholesale Trade	2.4%	1.8%	1.8%
Retail Trade	8.6%	11.1%	10.5%
Transportation/Utilities	8.0%	8.1%	9.7%
Information	1.0%	1.2%	1.1%
Finance/Insurance/Real Estate	3.6%	3.9%	6.3%
Services	60.1%	52.3%	50.2%
Public Administration	2.9%	3.8%	4.0%
2023 Employed Population 16+ by Occupation			
Total	3,146	14,894	96,611
White Collar	53.2%	51.3%	54.2%
Management/Business/Financial	13.1%	13.4%	14.0%
Professional	25.9%	21.5%	19.9%
Sales	4.9%	6.7%	7.5%
Administrative Support	9.3%	9.6%	12.8%
Services	25.8%	23.1%	20.7%
Blue Collar	21.0%	25.6%	25.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.8%	5.4%	3.8%
Installation/Maintenance/Repair	2.9%	3.6%	2.9%
Production	2.5%	6.3%	7.3%
Transportation/Material Moving	12.8%	10.2%	10.9%
2020 Households by Type			
Total	3,085	14,639	83,632
Married Couple Households	28.5%	33.3%	35.6%
With Own Children <18	8.8%	10.1%	10.6%
Without Own Children <18	19.6%	23.1%	25.0%
Cohabiting Couple Households	7.5%	8.4%	7.1%
With Own Children <18	2.6%	3.0%	2.7%
Without Own Children <18	4.9%	5.5%	4.3%
Male Householder, No Spouse/Partner	23.3%	22.3%	19.7%
Living Alone	17.7%	16.5%	13.9%
65 Years and over	5.6%	5.1%	4.5%
With Own Children <18	1.5%	1.7%	1.7%
Without Own Children <18, With Relatives	2.9%	2.9%	3.1%
No Relatives Present	1.2%	1.2%	1.0%
Female Householder, No Spouse/Partner	40.7%	35.9%	37.7%
Living Alone	22.8%	20.3%	18.3%
65 Years and over	11.8%	10.6%	9.1%
With Own Children <18	9.0%	7.3%	8.7%
Without Own Children <18, With Relatives	8.1%	7.4%	10.0%
No Relatives Present	0.7%	0.9%	0.8%
2020 Households by Size			
Total	3,085	14,639	83,632
1 Person Household	40.5%	36.8%	32.2%
2 Person Household	28.8%	31.9%	32.0%
3 Person Household	14.7%	14.8%	16.0%
4 Person Household	8.9%	9.9%	11.1%
5 Person Household	4.6%	4.2%	5.2%
6 Person Household	1.9%	1.6%	2.3%
7 + Person Household	0.7%	0.8%	1.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	3,085	14,639	83,632
Owner Occupied	53.5%	61.1%	64.0%
Owned with a Mortgage/Loan	33.8%	38.4%	44.1%
Owned Free and Clear	19.7%	22.7%	19.9%
Renter Occupied	46.5%	38.9%	36.0%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	149	168	150
Percent of Income for Mortgage	14.3%	12.6%	14.2%
Wealth Index	49	58	63
2020 Housing Units By Urban/ Rural Status			
Total	3,739	16,801	93,149
Urban Housing Units	100.0%	98.7%	94.1%
Rural Housing Units	0.0%	1.3%	5.9%
2020 Population By Urban/ Rural Status			
Total	6,982	33,301	203,668
Urban Population	100.0%	98.6%	93.6%
Rural Population	0.0%	1.4%	6.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Traditional Living (12B)	Family Foundations (12A)
2.	Traditional Living (12B)	Small Town Sincerity (12C)	Traditional Living (12B)
3.	Family Foundations (12A)	Comfortable Empty Nesters	Comfortable Empty Nesters
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,574,011	\$22,299,222	\$133,652,651
Average Spent	\$1,484.10	\$1,525.88	\$1,601.11
Spending Potential Index	67	69	73
Education: Total \$	\$3,157,993	\$15,897,626	\$100,461,579
Average Spent	\$1,024.66	\$1,087.84	\$1,203.49
Spending Potential Index	57	61	67
Entertainment/Recreation: Total \$	\$7,802,446	\$38,365,016	\$231,058,174
Average Spent	\$2,531.62	\$2,625.22	\$2,767.99
Spending Potential Index	67	69	73
Food at Home: Total \$	\$14,346,917	\$69,175,368	\$417,055,408
Average Spent	\$4,655.07	\$4,733.50	\$4,996.17
Spending Potential Index	68	70	73
Food Away from Home: Total \$	\$7,549,414	\$36,745,711	\$222,696,122
Average Spent	\$2,449.52	\$2,514.42	\$2,667.82
Spending Potential Index	66	68	72
Health Care: Total \$	\$16,172,192	\$79,138,243	\$474,885,632
Average Spent	\$5,247.30	\$5,415.23	\$5,688.96
Spending Potential Index	71	74	77
HH Furnishings & Equipment: Total \$	\$5,995,579	\$29,346,548	\$178,839,655
Average Spent	\$1,945.35	\$2,008.11	\$2,142.43
Spending Potential Index	66	68	72
Personal Care Products & Services: Total \$	\$1,937,394	\$9,544,383	\$58,080,459
Average Spent	\$628.62	\$653.10	\$695.78
Spending Potential Index	66	68	73
Shelter: Total \$	\$48,928,634	\$240,133,275	\$1,471,427,234
Average Spent	\$15,875.61	\$16,431.73	\$17,627.16
Spending Potential Index	64	66	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,152,023	\$30,634,235	\$190,316,295
Average Spent	\$1,996.11	\$2,096.23	\$2,279.92
Spending Potential Index	64	67	73
Travel: Total \$	\$4,359,897	\$21,621,974	\$133,541,150
Average Spent	\$1,414.63	\$1,479.54	\$1,599.77
Spending Potential Index	63	66	71
Vehicle Maintenance & Repairs: Total \$	\$2,828,701	\$13,720,311	\$81,534,613
Average Spent	\$917.81	\$938.85	\$976.75
Spending Potential Index	70	72	75

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 08, 2024



Tapestry Segmentation Area Profile

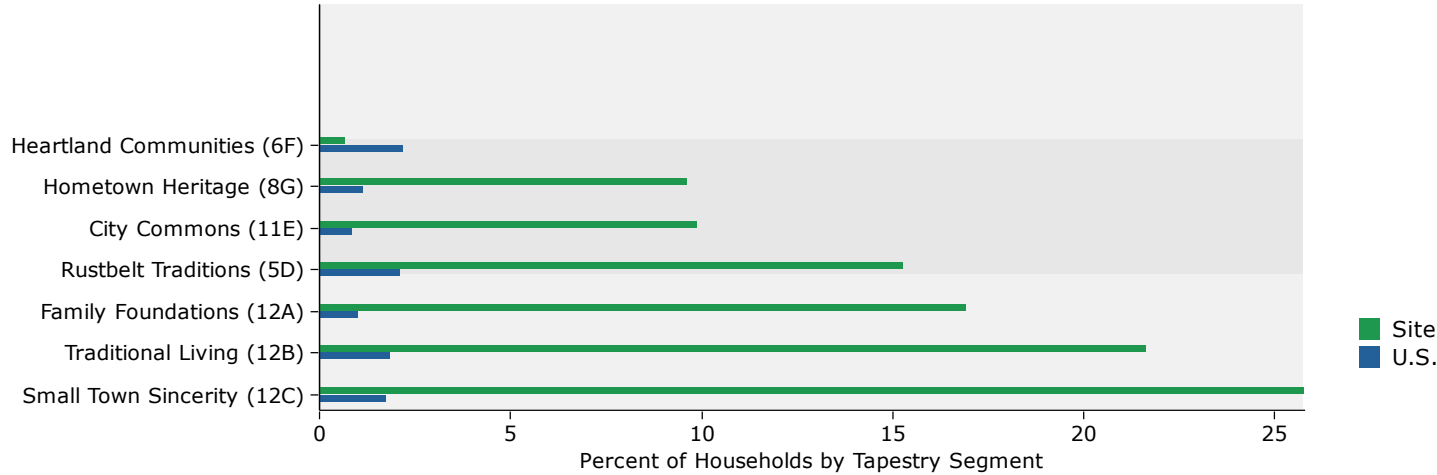
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Small Town Sincerity (12C)	25.8%	25.8%	1.8%	1.8%	1448
2	Traditional Living (12B)	21.7%	47.5%	1.9%	3.7%	1,157
3	Family Foundations (12A)	16.9%	64.4%	1.0%	4.7%	1,643
4	Rustbelt Traditions (5D)	15.3%	79.7%	2.1%	6.8%	717
5	City Commons (11E)	9.9%	89.6%	0.9%	7.7%	1,139
Subtotal		89.6%		7.7%		
6	Hometown Heritage (8G)	9.6%	99.3%	1.2%	8.9%	824
7	Heartland Communities (6F)	0.7%	100.0%	2.2%	11.1%	33
Subtotal		10.3%		3.4%		
Total		100.0%		11.1%		904

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

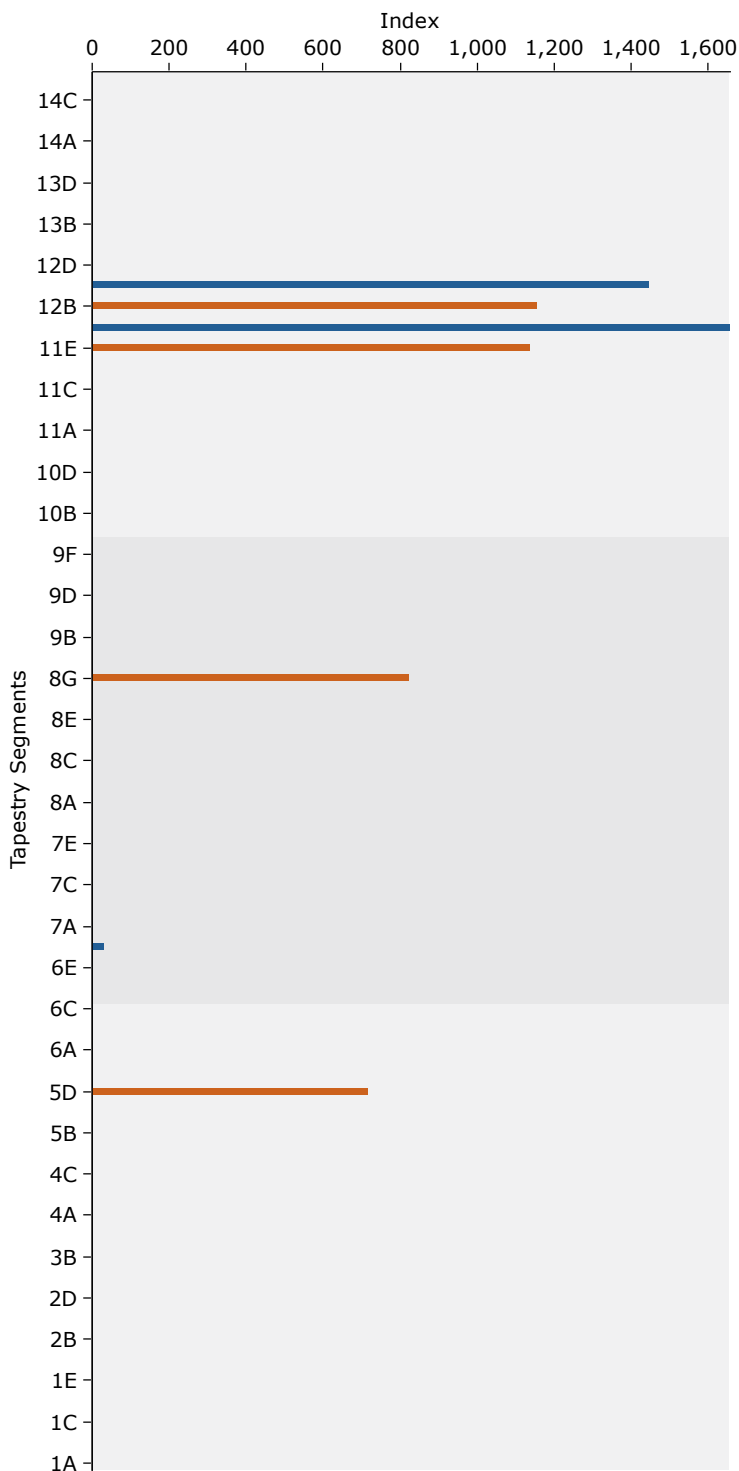


Tapestry Segmentation Area Profile

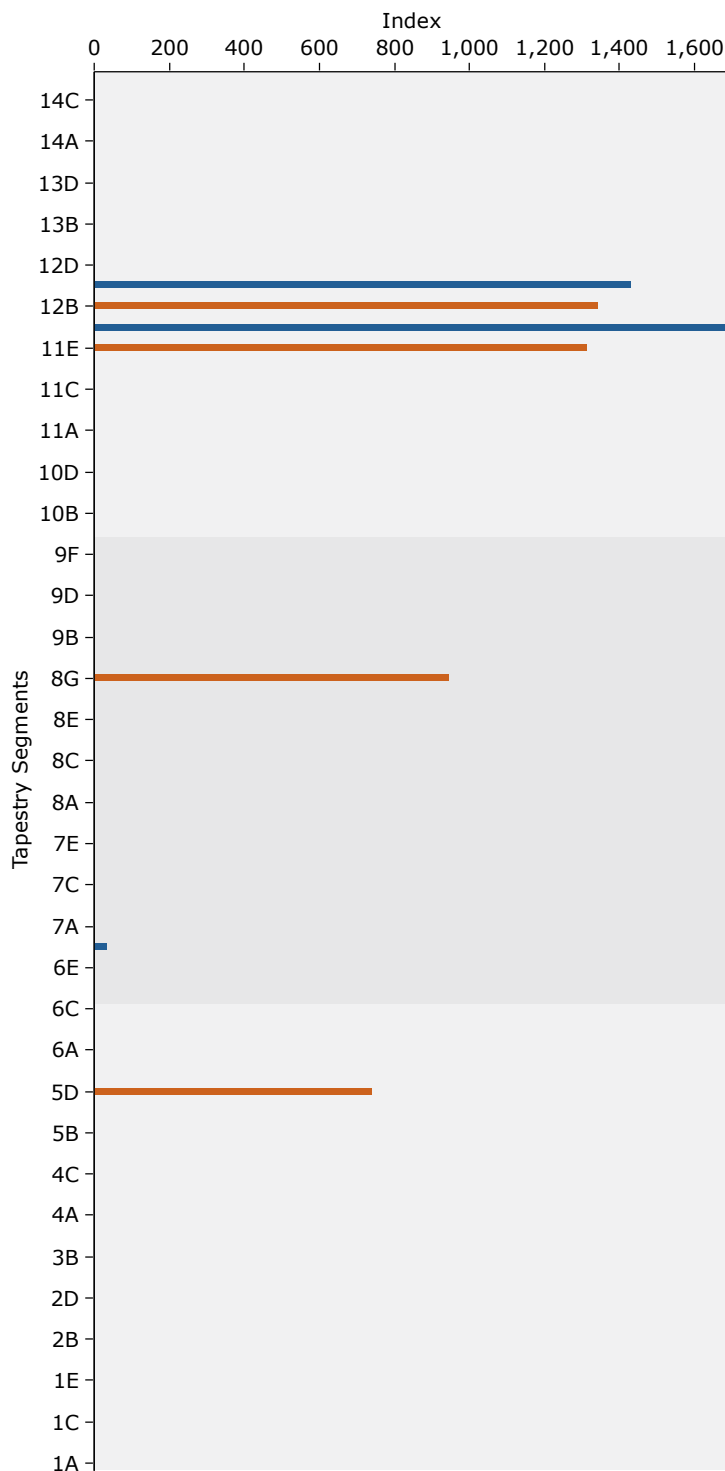
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

2023 Tapestry Indexes by Households



2023 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

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,082	100.0%		5,233	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	472	15.3%	137	787	15.0%	139
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	472	15.3%	717	787	15.0%	744
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	22	0.7%	6	39	0.7%	6
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)	22	0.7%	33	39	0.7%	36
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,082	100.0%		5,233	100.0%	
8. Middle Ground	297	9.6%	89	539	10.3%	102
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
Hometown Heritage (8G)	297	9.6%	824	539	10.3%	949
9. Senior Styles	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
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
10. Rustic Outposts	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
Economic BedRock (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
11. Midtown Singles	306	9.9%	159	515	9.8%	181
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)	306	9.9%	1,139	515	9.8%	1,316
12. Hometown	1,985	64.4%	1091	3,353	64.1%	1160
Family Foundations (12A)	522	16.9%	1,659	917	17.5%	1,702
Traditional Living (12B)	668	21.7%	1,157	1,216	23.2%	1,344
Small Town Sincerity (12C)	795	25.8%	1,448	1,220	23.3%	1,432
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,082	100.0%		5,233	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
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
2. Urban Periphery	994	32.3%	194	1,704	32.6%	188
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	472	15.3%	717	787	15.0%	744
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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)	522	16.9%	1,659	917	17.5%	1,702
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,271	41.2%	229	2,270	43.4%	259
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
Hometown Heritage (8G)	297	9.6%	824	539	10.3%	949
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)	306	9.9%	1,139	515	9.8%	1,316
Traditional Living (12B)	668	21.7%	1,157	1,216	23.2%	1,344
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

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 5 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,082	100.0%		5,233	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
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
5. Semirural	817	26.5%	283	1,259	24.1%	264
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	22	0.7%	33	39	0.7%	36
Farm to Table (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 Sincerity (12C)	795	25.8%	1,448	1,220	23.3%	1,432
6. Rural	0	0.0%	0	0	0.0%	0
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
Economic BedRock (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

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

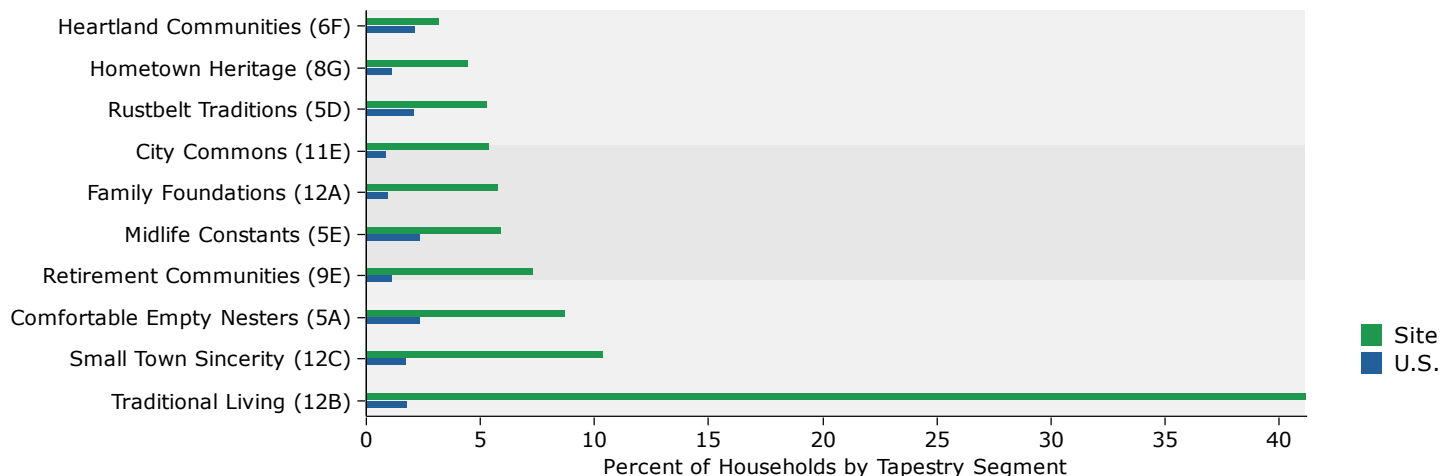
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Traditional Living (12B)	41.2%	41.2%	1.9%	1.9%	2200
2	Small Town Sincerity (12C)	10.4%	51.6%	1.8%	3.7%	585
3	Comfortable Empty Nesters (5A)	8.8%	60.4%	2.4%	6.1%	363
4	Retirement Communities (9E)	7.4%	67.8%	1.2%	7.3%	619
5	Midlife Constants (5E)	6.0%	73.7%	2.4%	9.7%	247
Subtotal		73.8%		9.7%		
6	Family Foundations (12A)	5.8%	79.5%	1.0%	10.7%	564
7	City Commons (11E)	5.4%	85.0%	0.9%	11.6%	622
8	Rustbelt Traditions (5D)	5.3%	90.3%	2.1%	13.7%	249
9	Hometown Heritage (8G)	4.5%	94.7%	1.2%	14.9%	381
10	Heartland Communities (6F)	3.2%	98.0%	2.2%	17.1%	148
Subtotal		24.2%		7.4%		
11	Modest Income Homes (12D)	1.4%	99.4%	1.2%	18.3%	118
12	Salt of the Earth (6B)	0.6%	100.0%	2.8%	21.1%	20
13	Down the Road (10D)	0.0%	100.0%	1.2%	22.2%	1
Subtotal		2.0%		5.2%		
Total		100.0%		22.2%		450

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

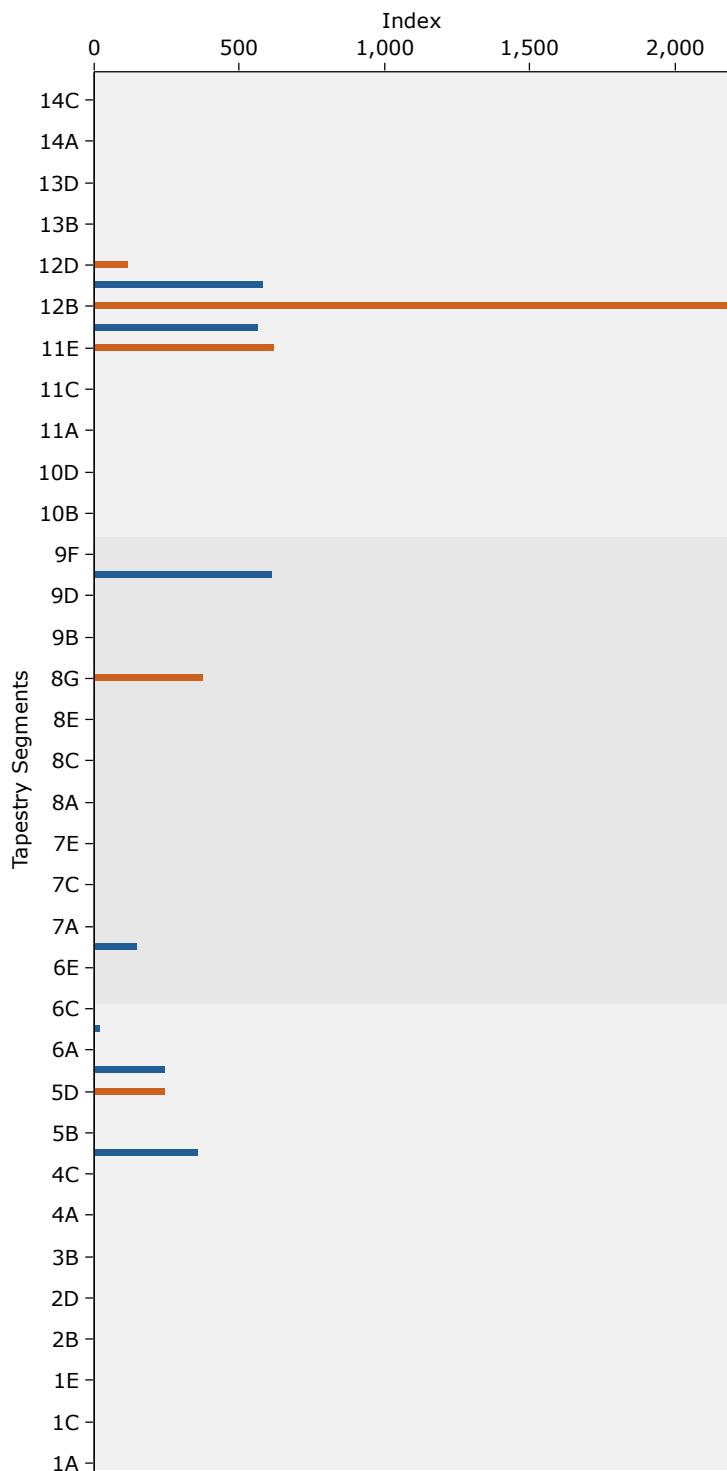


Tapestry Segmentation Area Profile

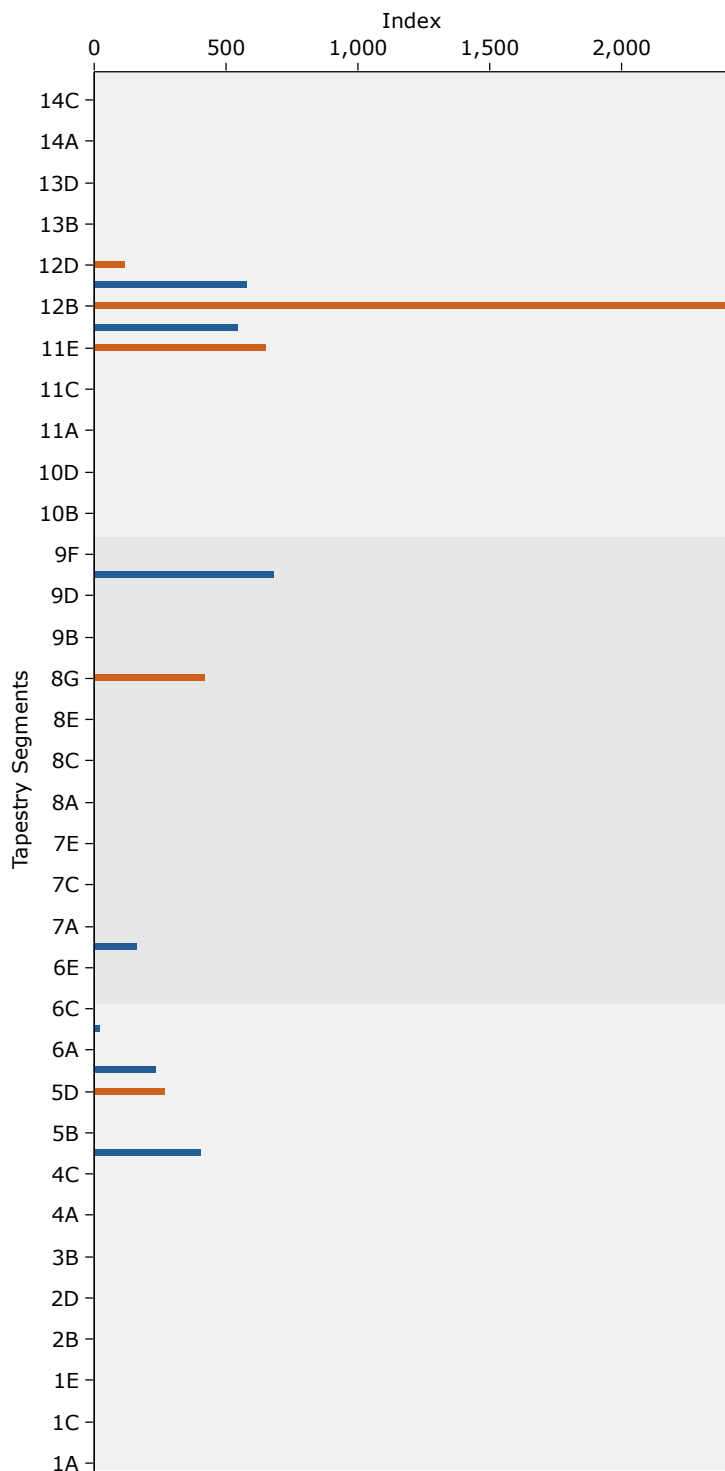
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

2023 Tapestry Indexes by Households



2023 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

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,614	100.0%		25,715	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,929	20.0%	180	5,373	20.9%	193
Comfortable Empty Nesters (5A)	1,280	8.8%	363	2,547	9.9%	406
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)	778	5.3%	249	1,402	5.5%	270
Midlife Constants (5E)	871	6.0%	247	1,424	5.5%	238
6. Cozy Country Living	557	3.8%	32	1,044	4.1%	35
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	83	0.6%	20	169	0.7%	24
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)	474	3.2%	148	875	3.4%	165
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,614	100.0%		25,715	100.0%	
8. Middle Ground	652	4.5%	41	1,173	4.6%	45
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
Hometown Heritage (8G)	652	4.5%	381	1,173	4.6%	420
9. Senior Styles	1,075	7.4%	127	1,858	7.2%	140
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)	1,075	7.4%	619	1,858	7.2%	686
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1	0.0%	0	1	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
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1	0.0%	1	1	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	792	5.4%	87	1,255	4.9%	90
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)	792	5.4%	622	1,255	4.9%	653
12. Hometown	8,608	58.9%	997	15,011	58.4%	1057
Family Foundations (12A)	850	5.8%	570	1,456	5.7%	550
Traditional Living (12B)	6,025	41.2%	2,200	10,756	41.8%	2,420
Small Town Sincerity (12C)	1,522	10.4%	585	2,442	9.5%	583
Modest Income Homes (12D)	211	1.4%	118	357	1.4%	122
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,614	100.0%		25,715	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
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
2. Urban Periphery	1,839	12.6%	76	3,215	12.5%	72
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	778	5.3%	249	1,402	5.5%	270
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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)	850	5.8%	570	1,456	5.7%	550
Modest Income Homes (12D)	211	1.4%	118	357	1.4%	122
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	8,544	58.5%	324	15,042	58.5%	349
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
Hometown Heritage (8G)	652	4.5%	381	1,173	4.6%	420
Retirement Communities (9E)	1,075	7.4%	619	1,858	7.2%	686
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)	792	5.4%	622	1,255	4.9%	653
Traditional Living (12B)	6,025	41.2%	2,200	10,756	41.8%	2,420
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

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 10 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,614	100.0%		25,715	100.0%	
4. Suburban Periphery	2,151	14.7%	46	3,971	15.4%	46
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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,280	8.8%	363	2,547	9.9%	406
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	871	6.0%	247	1,424	5.5%	238
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
5. Semirural	1,997	13.7%	146	3,318	12.9%	142
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	474	3.2%	148	875	3.4%	165
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1	0.0%	1	1	0.0%	0
Small Town Sincerity (12C)	1,522	10.4%	585	2,442	9.5%	583
6. Rural	83	0.6%	3	169	0.7%	4
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	83	0.6%	20	169	0.7%	24
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
Economic BedRock (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

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

January 08, 2024



Tapestry Segmentation Area Profile

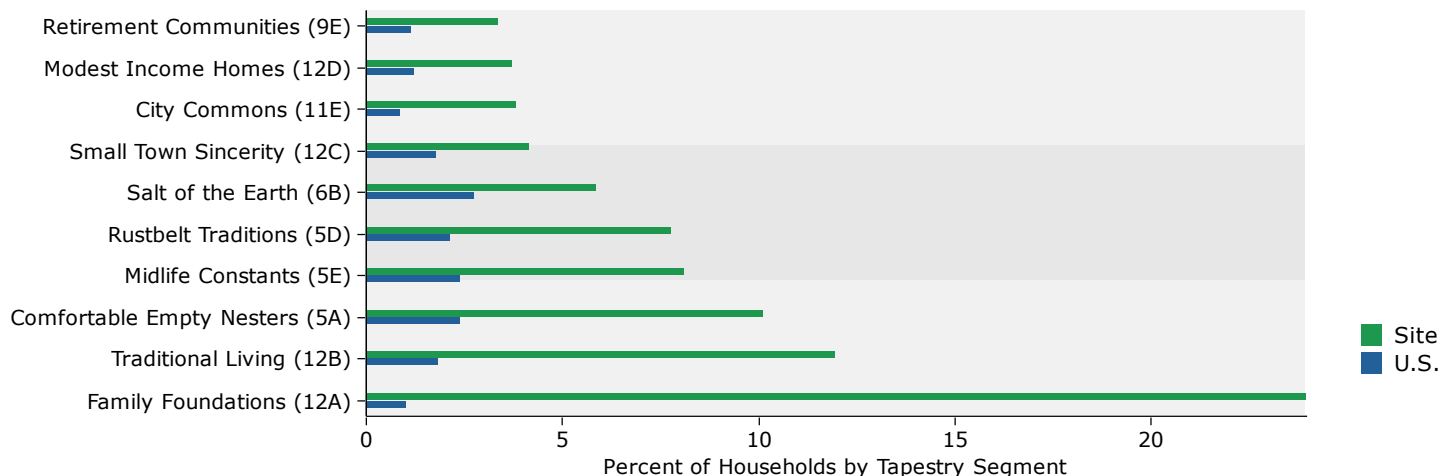
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Family Foundations (12A)	24.0%	24.0%	1.0%	1.0%	2325
2	Traditional Living (12B)	12.0%	35.9%	1.9%	2.9%	639
3	Comfortable Empty Nesters (5A)	10.1%	46.1%	2.4%	5.3%	419
4	Midlife Constants (5E)	8.1%	54.2%	2.4%	7.7%	336
5	Rustbelt Traditions (5D)	7.8%	61.9%	2.1%	9.9%	364
Subtotal		62.0%		9.8%		
6	Salt of the Earth (6B)	5.9%	67.8%	2.8%	12.7%	211
7	Small Town Sincerity (12C)	4.2%	72.0%	1.8%	14.4%	235
8	City Commons (11E)	3.8%	75.8%	0.9%	15.3%	440
9	Modest Income Homes (12D)	3.7%	79.6%	1.2%	16.5%	304
10	Retirement Communities (9E)	3.4%	83.0%	1.2%	17.7%	287
Subtotal		21.0%		7.9%		
11	Home Improvement (4B)	2.8%	85.8%	1.7%	19.4%	168
12	Parks and Rec (5C)	2.8%	88.6%	2.0%	21.4%	143
13	Front Porches (8E)	2.0%	90.6%	1.6%	22.9%	126
14	Heartland Communities (6F)	1.8%	92.4%	2.2%	25.1%	81
15	Hometown Heritage (8G)	1.4%	93.7%	1.2%	26.3%	115
Subtotal		10.8%		8.7%		
16	Green Acres (6A)	1.3%	95.0%	3.3%	29.6%	39
17	Urban Edge Families (7C)	1.2%	96.2%	1.5%	31.1%	81
18	Metro Fusion (11C)	0.9%	97.2%	1.4%	32.5%	65
19	Savvy Suburbanites (1D)	0.8%	98.0%	3.0%	35.5%	26
20	Down the Road (10D)	0.7%	98.6%	1.2%	36.7%	58
Subtotal		4.9%		10.4%		
Total		98.6%		36.7%		269

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

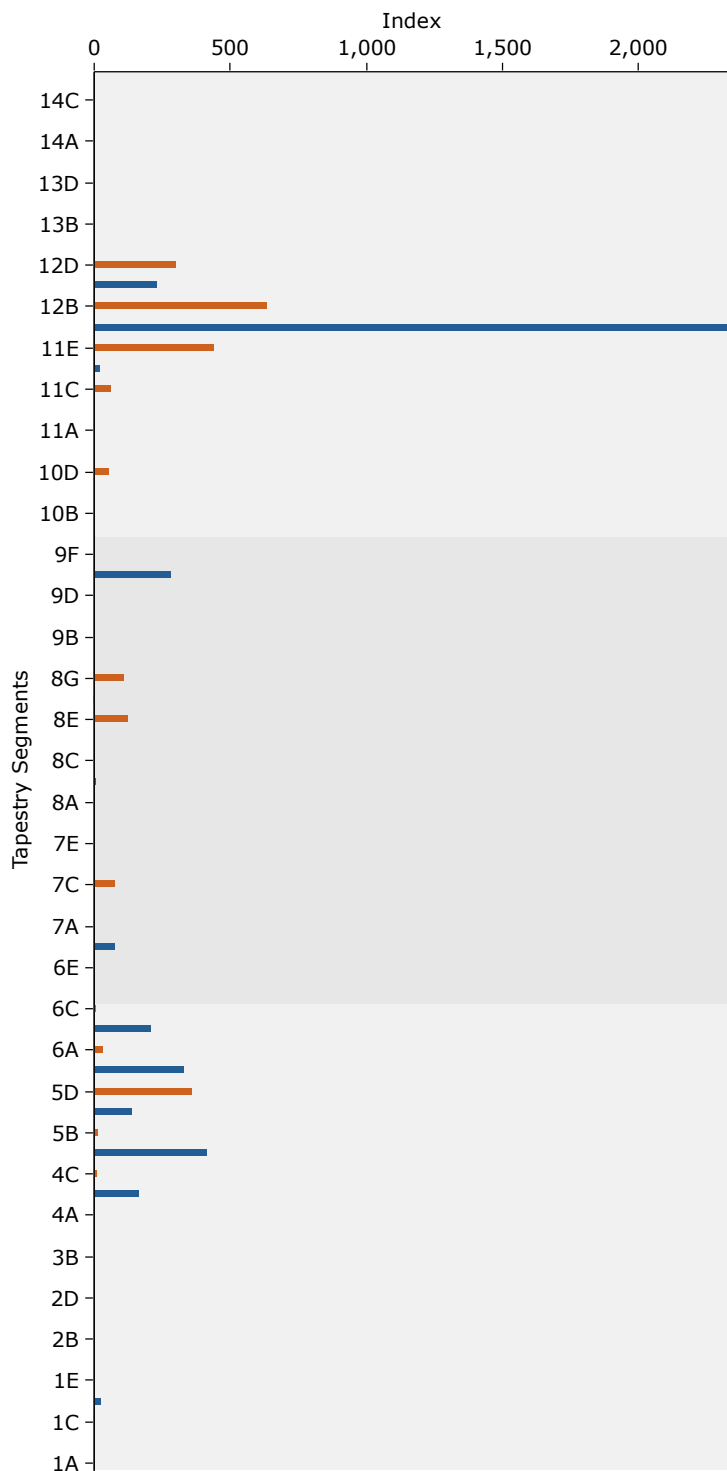


Tapestry Segmentation Area Profile

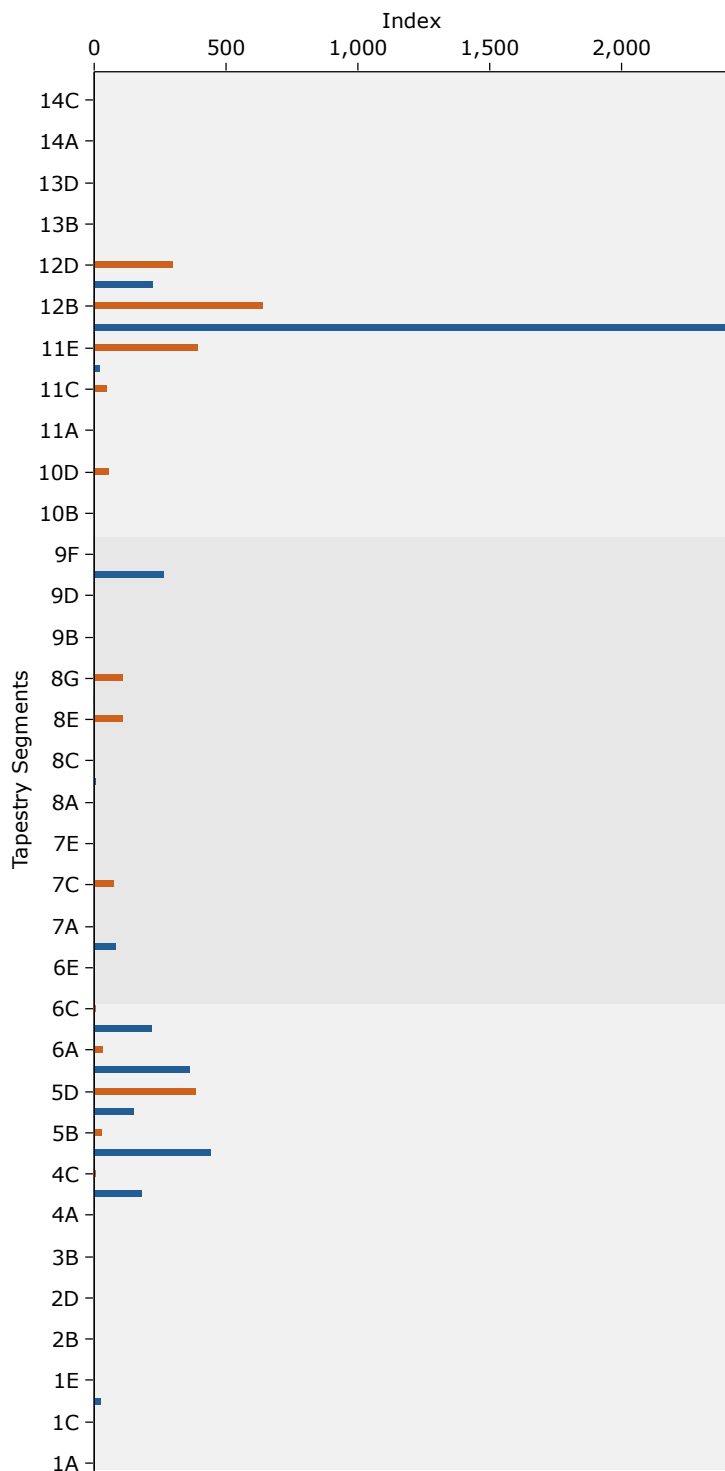
Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

2023 Tapestry Indexes by Households



2023 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

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,475	100.0%		159,484	100.0%	
1. Affluent Estates	646	0.8%	8	1,429	0.9%	8
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)	646	0.8%	26	1,429	0.9%	28
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	2,665	3.2%	41	5,848	3.7%	45
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2,356	2.8%	168	5,324	3.3%	184
Middleburg (4C)	309	0.4%	12	524	0.3%	11
5. GenXurban	24,408	29.2%	262	49,382	31.0%	286
Comfortable Empty Nesters (5A)	8,452	10.1%	419	17,389	10.9%	447
In Style (5B)	347	0.4%	19	1,178	0.7%	35
Parks and Rec (5C)	2,342	2.8%	143	4,726	3.0%	154
Rustbelt Traditions (5D)	6,497	7.8%	364	12,434	7.8%	386
Midlife Constants (5E)	6,770	8.1%	336	13,655	8.6%	368
6. Cozy Country Living	7,560	9.1%	77	15,030	9.4%	81
Green Acres (6A)	1,080	1.3%	39	2,149	1.3%	40
Salt of the Earth (6B)	4,892	5.9%	211	9,896	6.2%	223
The Great Outdoors (6C)	102	0.1%	8	198	0.1%	8
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)	1,486	1.8%	81	2,787	1.7%	85
7. Sprouting Explorers	1,027	1.2%	16	2,161	1.4%	16
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,027	1.2%	81	2,161	1.4%	80
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,475	100.0%		159,484	100.0%	
8. Middle Ground	2,919	3.5%	32	4,839	3.0%	30
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	121	0.1%	10	198	0.1%	10
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)	1,661	2.0%	126	2,650	1.7%	110
Old and Newcomers (8F)	10	0.0%	1	27	0.0%	1
Hometown Heritage (8G)	1,127	1.4%	115	1,964	1.2%	113
9. Senior Styles	2,844	3.4%	59	4,499	2.8%	55
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)	2,844	3.4%	287	4,499	2.8%	268
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	557	0.7%	8	1,113	0.7%	9
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	557	0.7%	58	1,113	0.7%	60
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,246	5.1%	81	6,369	4.0%	73
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)	788	0.9%	65	1,158	0.7%	55
Set to Impress (11D)	256	0.3%	22	448	0.3%	24
City Commons (11E)	3,202	3.8%	440	4,763	3.0%	399
12. Hometown	36,603	43.8%	743	68,814	43.1%	781
Family Foundations (12A)	20,004	24.0%	2,348	39,739	24.9%	2,420
Traditional Living (12B)	9,989	12.0%	639	17,717	11.1%	643
Small Town Sincerity (12C)	3,492	4.2%	235	5,881	3.7%	227
Modest Income Homes (12D)	3,118	3.7%	304	5,477	3.4%	302
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,475	100.0%		159,484	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
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
2. Urban Periphery	31,434	37.7%	226	60,969	38.2%	220
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	6,497	7.8%	364	12,434	7.8%	386
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,027	1.2%	81	2,161	1.4%	80
Forging Opportunity (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)	788	0.9%	65	1,158	0.7%	55
Family Foundations (12A)	20,004	24.0%	2,348	39,739	24.9%	2,420
Modest Income Homes (12D)	3,118	3.7%	304	5,477	3.4%	302
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	19,557	23.4%	130	33,444	21.0%	125
In Style (5B)	347	0.4%	19	1,178	0.7%	35
Emerald City (8B)	121	0.1%	10	198	0.1%	10
Front Porches (8E)	1,661	2.0%	126	2,650	1.7%	110
Old and Newcomers (8F)	10	0.0%	1	27	0.0%	1
Hometown Heritage (8G)	1,127	1.4%	115	1,964	1.2%	113
Retirement Communities (9E)	2,844	3.4%	287	4,499	2.8%	268
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)	256	0.3%	22	448	0.3%	24
City Commons (11E)	3,202	3.8%	440	4,763	3.0%	399
Traditional Living (12B)	9,989	12.0%	639	17,717	11.1%	643
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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Source: Esri

January 08, 2024



Tapestry Segmentation Area Profile

Alton, IL
101 E 3rd St, Alton, Illinois, 62002
Drive time: 20 minute radius

Prepared by DPN
Latitude: 38.89064
Longitude: -90.18394

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,475	100.0%		159,484	100.0%	
4. Suburban Periphery	20,566	24.6%	76	42,523	26.7%	80
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)	646	0.8%	26	1,429	0.9%	28
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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2,356	2.8%	168	5,324	3.3%	184
Comfortable Empty Nesters (5A)	8,452	10.1%	419	17,389	10.9%	447
Parks and Rec (5C)	2,342	2.8%	143	4,726	3.0%	154
Midlife Constants (5E)	6,770	8.1%	336	13,655	8.6%	368
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
5. Semirural	5,844	7.0%	75	10,305	6.5%	71
Middleburg (4C)	309	0.4%	12	524	0.3%	11
Heartland Communities (6F)	1,486	1.8%	81	2,787	1.7%	85
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	557	0.7%	58	1,113	0.7%	60
Small Town Sincerity (12C)	3,492	4.2%	235	5,881	3.7%	227
6. Rural	6,074	7.3%	45	12,243	7.7%	47
Green Acres (6A)	1,080	1.3%	39	2,149	1.3%	40
Salt of the Earth (6B)	4,892	5.9%	211	9,896	6.2%	223
The Great Outdoors (6C)	102	0.1%	8	198	0.1%	8
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
Economic BedRock (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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