

Chatham, IL

Mosaic: Segmentation

Calculated using TAS Retrieval

Latitude: 39.676319 Longitude: -89.704529

Nov 29, 2023



Regional Trade Area

		2023 Households		2023 U.S Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	J34: Steadfast Sophisticates	9.3%	9.3%	3.3%	3.3%	3
2	C14: Boomers and Boomerangs	6.9%	16.2%	1.8%	5.2%	4
3	F22: Fast Track Couples	6.6%	22.7%	2.7%	7.9%	2
4	C11: Sophisticated City Dwellers	6.0%	28.7%	2.9%	10.8%	2
5	E20: No Place Like Home	5.3%	34.0%	3.0%	13.7%	2
		34.0%		13.7%		
6	I31: Hard working Values	5.1%	39.1%	1.4%	15.2%	4
7	D15: Sports Utility Families	4.6%	43.7%	1.3%	16.5%	4
8	B08: Babies and Bliss	4.5%	48.2%	0.9%	17.4%	5
9	E21: Unspoiled Splendor	4.4%	52.6%	2.4%	19.8%	2
10	J36: Settled and Sensible	3.7%	56.3%	2.1%	21.8%	2
		22.3%		8.1%		
		56.3%		21.8%		

