



# Dominant Tapestry Site Map

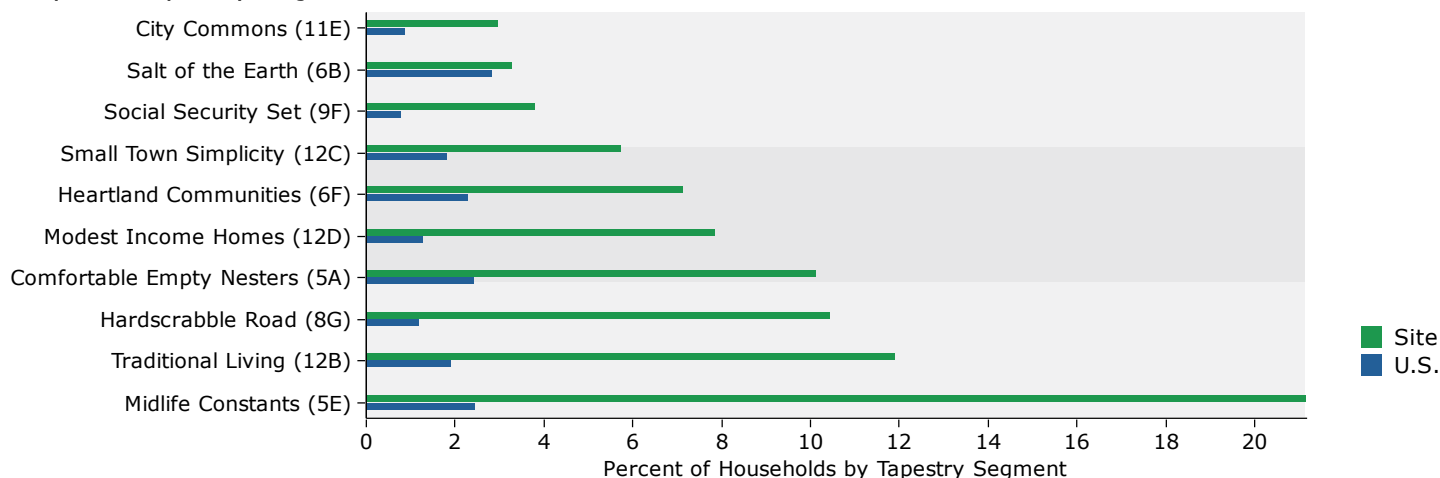
Decatur city, IL (1718823)

Geography: Place

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.2%	21.2%	2.5%	2.5%	855
2	Traditional Living (12B)	11.9%	33.1%	1.9%	4.4%	619
3	Hardscrabble Road (8G)	10.5%	43.6%	1.2%	5.6%	863
4	Comfortable Empty Nesters (5A)	10.1%	53.7%	2.5%	8.1%	413
5	Modest Income Homes (12D)	7.9%	61.6%	1.3%	9.4%	603
<b>Subtotal</b>		<b>61.6%</b>		<b>9.4%</b>		
6	Heartland Communities (6F)	7.1%	68.7%	2.3%	11.7%	311
7	Small Town Simplicity (12C)	5.8%	74.5%	1.9%	13.6%	311
8	Social Security Set (9F)	3.8%	78.3%	0.8%	14.4%	468
9	Salt of the Earth (6B)	3.3%	81.6%	2.9%	17.3%	116
10	City Commons (11E)	3.0%	84.6%	0.9%	18.2%	339
<b>Subtotal</b>		<b>23.0%</b>		<b>8.8%</b>		
11	Old and Newcomers (8F)	2.9%	87.5%	2.3%	20.5%	125
12	Rustbelt Traditions (5D)	2.6%	90.1%	2.2%	22.7%	121
13	College Towns (14B)	2.6%	92.7%	1.0%	23.7%	269
14	Set to Impress (11D)	1.6%	94.3%	1.4%	25.1%	112
15	Home Improvement (4B)	1.5%	95.8%	1.7%	26.8%	87
<b>Subtotal</b>		<b>11.2%</b>		<b>8.6%</b>		
16	Young and Restless (11B)	1.3%	97.1%	1.7%	28.5%	76
17	Exurbanites (1E)	1.3%	98.4%	1.9%	30.4%	65
18	Retirement Communities (9E)	1.1%	99.5%	1.2%	31.6%	94
19	Green Acres (6A)	0.5%	100.0%	3.2%	34.8%	15
<b>Subtotal</b>		<b>4.2%</b>		<b>8.0%</b>		
<b>Total</b>		<b>100.0%</b>		<b>34.8%</b>		<b>288</b>

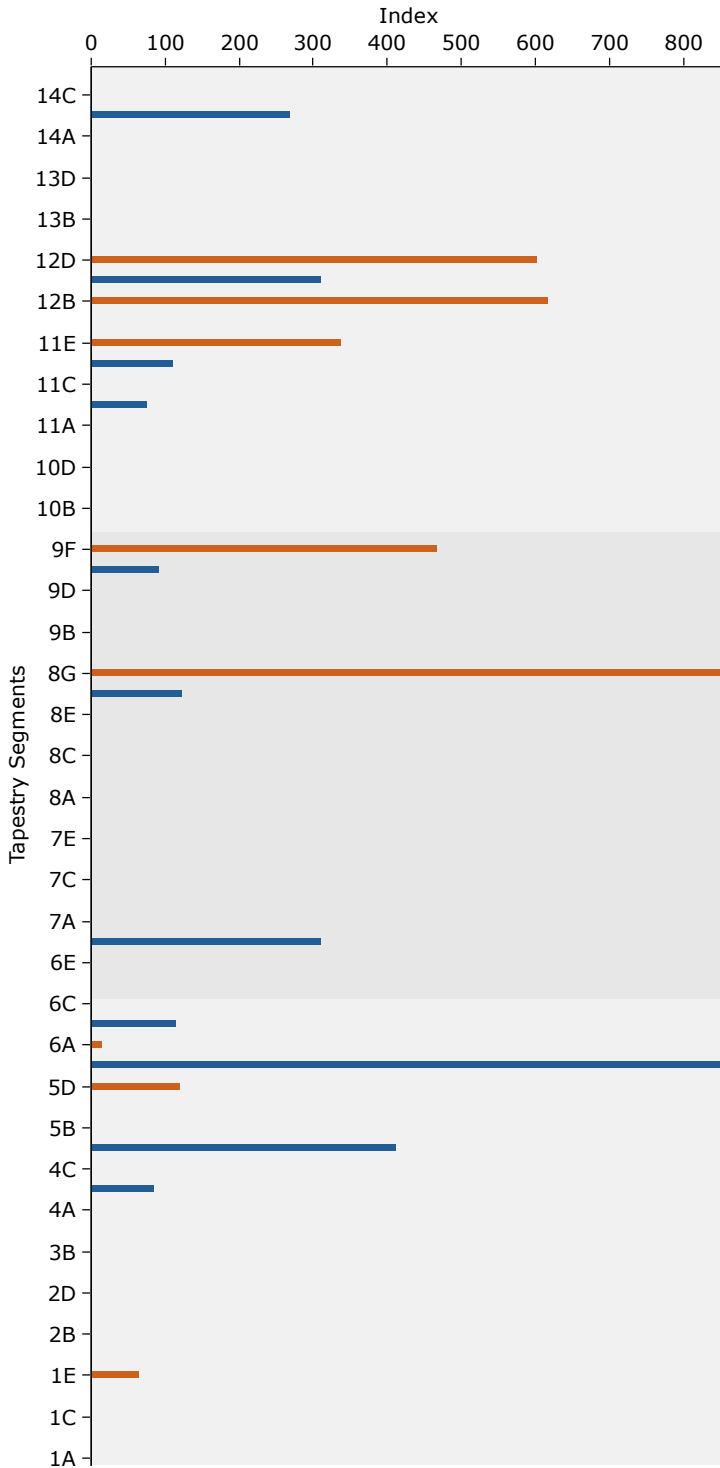
## Top Ten Tapestry Segments Site vs. U.S.



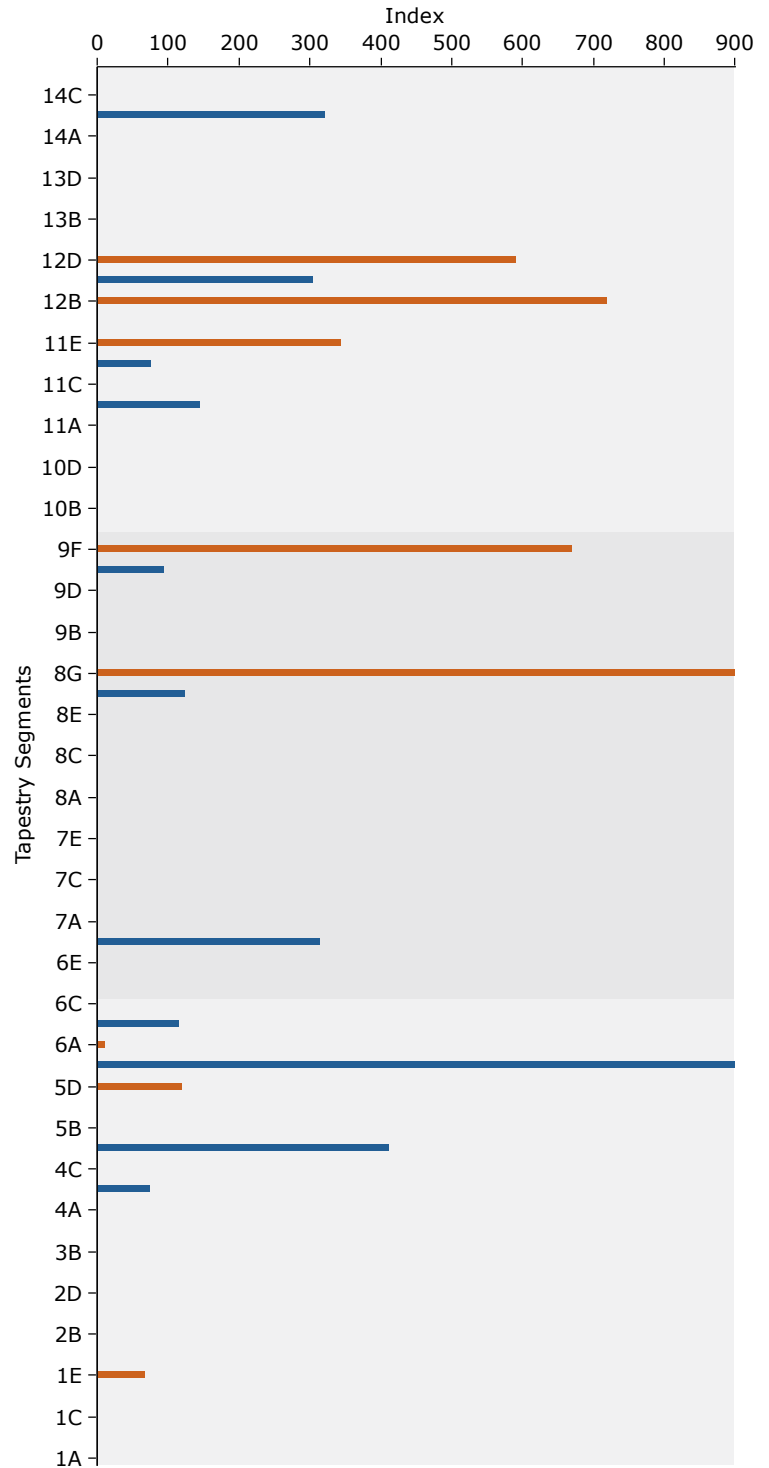
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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Decatur city, IL (1718823)

Geography: Place

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	31,026	100.0%		57,214	100.0%	
<b>1. Affluent Estates</b>	<b>394</b>	<b>1.3%</b>	<b>13</b>	<b>761</b>	<b>1.3%</b>	<b>13</b>
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)	394	1.3%	65	761	1.3%	68
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>460</b>	<b>1.5%</b>	<b>20</b>	<b>796</b>	<b>1.4%</b>	<b>18</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	460	1.5%	87	796	1.4%	75
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>10,538</b>	<b>34.0%</b>	<b>299</b>	<b>19,331</b>	<b>33.8%</b>	<b>310</b>
Comfortable Empty Nesters (5A)	3,144	10.1%	413	5,802	10.1%	414
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)	822	2.6%	121	1,433	2.5%	121
Midlife Constants (5E)	6,572	21.2%	855	12,096	21.1%	901
<b>6. Cozy Country Living</b>	<b>3,395</b>	<b>10.9%</b>	<b>91</b>	<b>6,051</b>	<b>10.6%</b>	<b>90</b>
Green Acres (6A)	147	0.5%	15	234	0.4%	12
Salt of the Earth (6B)	1,032	3.3%	116	1,940	3.4%	118
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)	2,216	7.1%	311	3,877	6.8%	316
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	31,026	100.0%		57,214	100.0%	
<b>8. Middle Ground</b>	<b>4,138</b>	<b>13.3%</b>	<b>122</b>	<b>7,395</b>	<b>12.9%</b>	<b>127</b>
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)	893	2.9%	125	1,418	2.5%	124
Hardscrabble Road (8G)	3,245	10.5%	863	5,977	10.4%	901
<b>9. Senior Styles</b>	<b>1,542</b>	<b>5.0%</b>	<b>86</b>	<b>3,115</b>	<b>5.4%</b>	<b>109</b>
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)	355	1.1%	94	552	1.0%	95
Social Security Set (9F)	1,187	3.8%	468	2,563	4.5%	671
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (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
<b>11. Midtown Singles</b>	<b>1,821</b>	<b>5.9%</b>	<b>95</b>	<b>3,257</b>	<b>5.7%</b>	<b>104</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	409	1.3%	76	1,160	2.0%	146
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	481	1.6%	112	529	0.9%	78
City Commons (11E)	931	3.0%	339	1,568	2.7%	345
<b>12. Hometown</b>	<b>7,940</b>	<b>25.6%</b>	<b>417</b>	<b>14,590</b>	<b>25.5%</b>	<b>440</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,705	11.9%	619	7,415	13.0%	721
Small Town Simplicity (12C)	1,792	5.8%	311	2,920	5.1%	305
Modest Income Homes (12D)	2,443	7.9%	603	4,255	7.4%	593
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (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
<b>14. Scholars and Patriots</b>	<b>798</b>	<b>2.6%</b>	<b>159</b>	<b>1,918</b>	<b>3.4%</b>	<b>147</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	798	2.6%	269	1,918	3.4%	324
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	31,026	100.0%		57,214	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>3,265</b>	<b>10.5%</b>	<b>63</b>	<b>5,688</b>	<b>9.9%</b>	<b>56</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	822	2.6%	121	1,433	2.5%	121
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (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)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,443	7.9%	603	4,255	7.4%	593
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>12,004</b>	<b>38.7%</b>	<b>212</b>	<b>23,100</b>	<b>40.4%</b>	<b>239</b>
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)	893	2.9%	125	1,418	2.5%	124
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>10,570</b>	<b>34.1%</b>	<b>107</b>	<b>19,455</b>	<b>34.0%</b>	<b>104</b>
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)	394	1.3%	65	761	1.3%	68
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
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Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
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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
<b>5. Semirural</b>	<b>4,008</b>	<b>12.9%</b>	<b>139</b>	<b>6,797</b>	<b>11.9%</b>	<b>132</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,216	7.1%	311	3,877	6.8%	316
Valley Growers (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 Simplicity (12C)	1,792	5.8%	311	2,920	5.1%	305
<b>6. Rural</b>	<b>1,179</b>	<b>3.8%</b>	<b>23</b>	<b>2,174</b>	<b>3.8%</b>	<b>23</b>
Green Acres (6A)	147	0.5%	15	234	0.4%	12
Salt of the Earth (6B)	1,032	3.3%	116	1,940	3.4%	118
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
Diners & Miners (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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