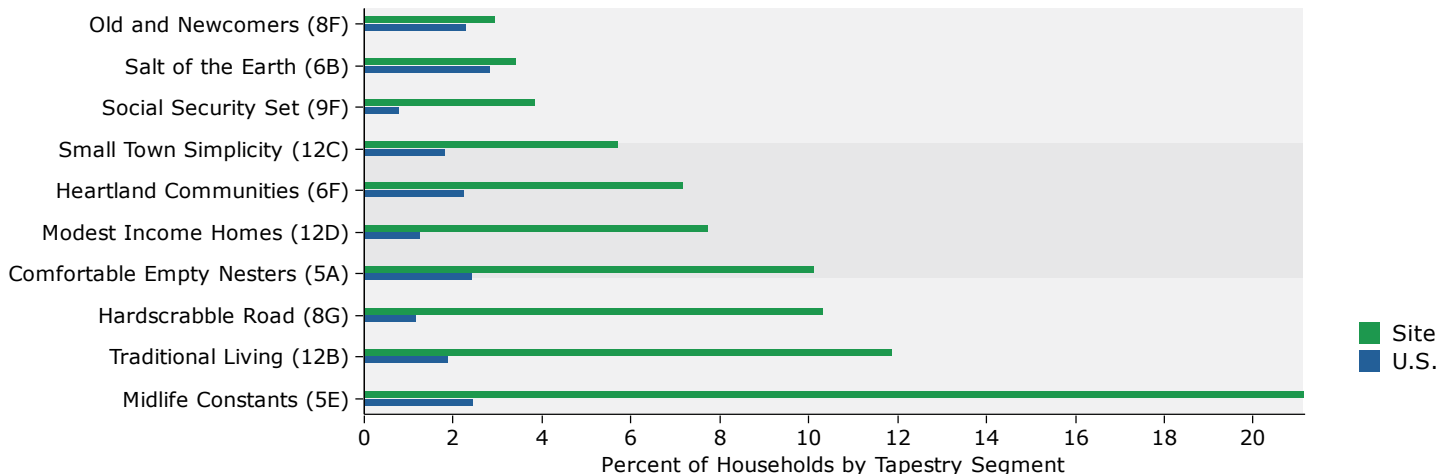


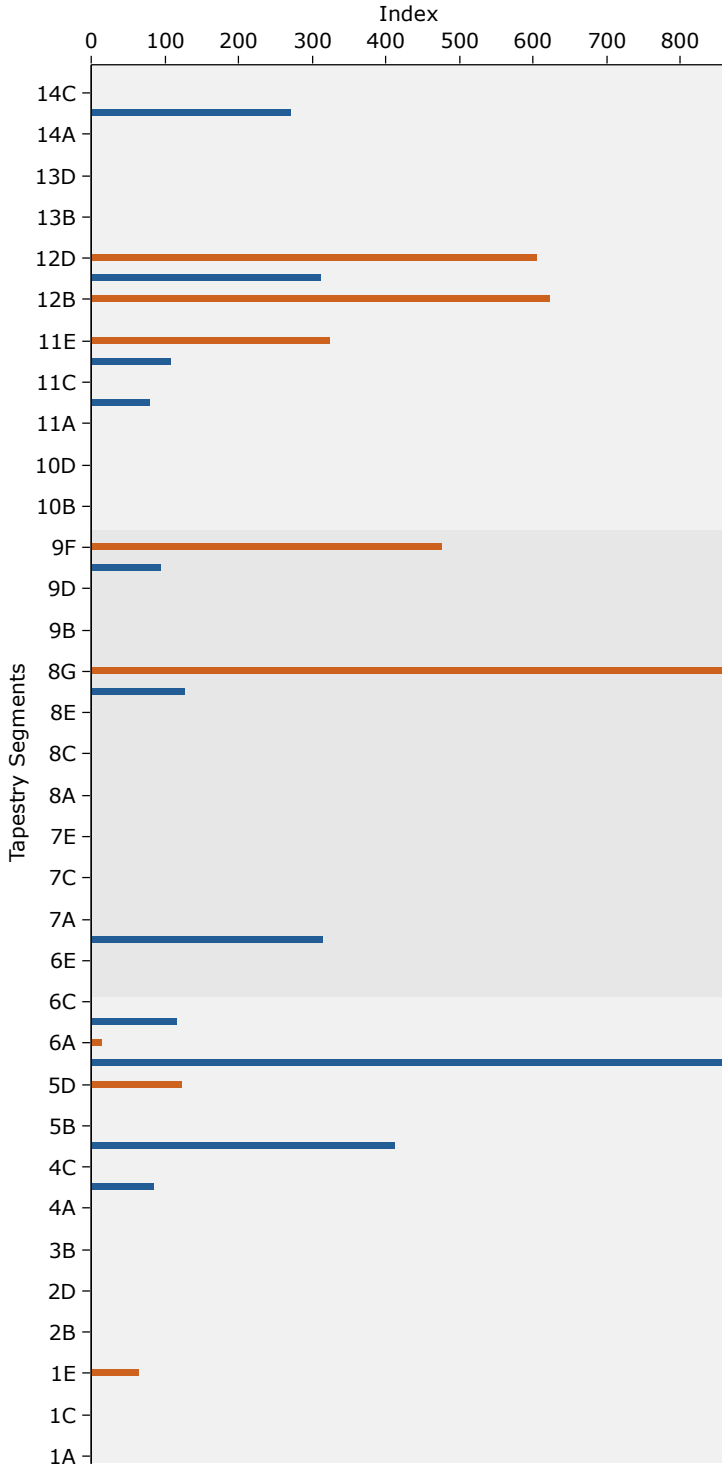
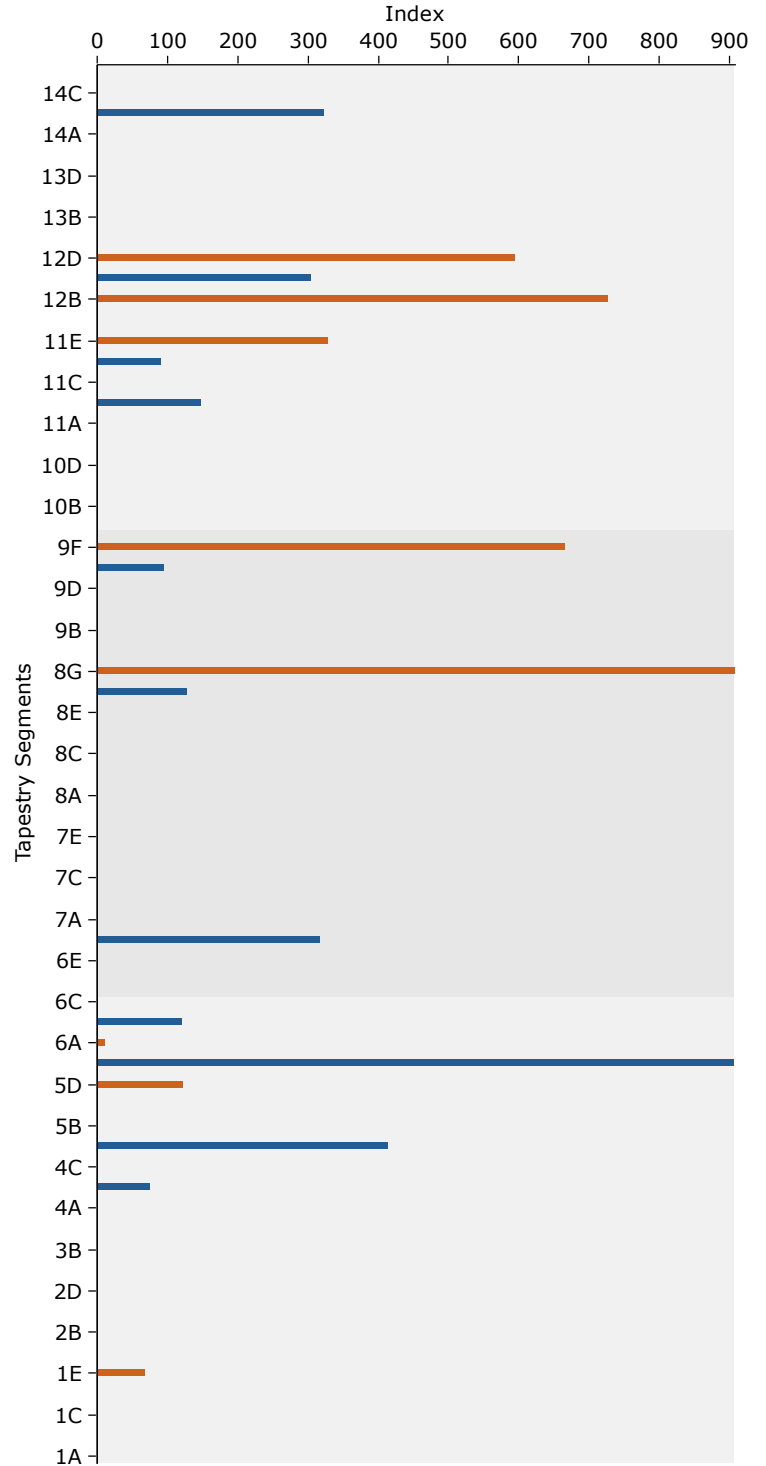
Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.2%	21.2%	2.5%	2.5%	858
2	Traditional Living (12B)	11.9%	33.1%	1.9%	4.4%	624
3	Hardscrabble Road (8G)	10.3%	43.4%	1.2%	5.6%	867
4	Comfortable Empty Nesters (5A)	10.1%	53.6%	2.4%	8.0%	414
5	Modest Income Homes (12D)	7.8%	61.3%	1.3%	9.3%	606
	Subtotal	61.3%		9.3%		
6	Heartland Communities (6F)	7.2%	68.5%	2.3%	11.6%	317
7	Small Town Simplicity (12C)	5.7%	74.3%	1.8%	13.4%	312
8	Social Security Set (9F)	3.9%	78.1%	0.8%	14.2%	478
9	Salt of the Earth (6B)	3.4%	81.6%	2.9%	17.1%	119
10	Old and Newcomers (8F)	3.0%	84.5%	2.3%	19.4%	129
	Subtotal	23.2%		10.1%		
11	City Commons (11E)	2.8%	87.4%	0.9%	20.3%	325
12	Rustbelt Traditions (5D)	2.7%	90.1%	2.2%	22.5%	125
13	College Towns (14B)	2.6%	92.7%	1.0%	23.5%	273
14	Set to Impress (11D)	1.5%	94.2%	1.4%	24.9%	110
15	Home Improvement (4B)	1.5%	95.7%	1.7%	26.6%	87
	Subtotal	11.1%		7.2%		
16	Young and Restless (11B)	1.4%	97.1%	1.7%	28.3%	81
17	Exurbanites (1E)	1.3%	98.4%	1.9%	30.2%	66
18	Retirement Communities (9E)	1.1%	99.5%	1.2%	31.4%	95
19	Green Acres (6A)	0.5%	100.0%	3.2%	34.6%	15
	Subtotal	4.3%		8.0%		
	Total	100.0%		34.6%		289

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

2020 Tapestry Indexes by Households

2020 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 LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,910	100.0%		56,651	100.0%	
1. Affluent Estates	396	1.3%	13	761	1.3%	13
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)	396	1.3%	66	761	1.3%	69
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	458	1.5%	20	803	1.4%	18
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	458	1.5%	87	803	1.4%	77
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	10,519	34.0%	301	19,169	33.8%	312
Comfortable Empty Nesters (5A)	3,136	10.1%	414	5,753	10.2%	415
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)	840	2.7%	125	1,445	2.6%	124
Midlife Constants (5E)	6,543	21.2%	858	11,971	21.1%	907
6. Cozy Country Living	3,433	11.1%	92	6,043	10.7%	90
Green Acres (6A)	148	0.5%	15	237	0.4%	12
Salt of the Earth (6B)	1,057	3.4%	119	1,977	3.5%	122
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)	2,228	7.2%	317	3,829	6.8%	318
7. Ethnic Enclaves	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
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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Source: Esri



tapestry_profileNEW

Decatur city, IL (1718823)

Geography: Place

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,910	100.0%		56,651	100.0%	
8. Middle Ground	4,118	13.3%	123	7,338	13.0%	129
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)	919	3.0%	129	1,447	2.6%	129
Hardscrabble Road (8G)	3,199	10.3%	867	5,891	10.4%	909
9. Senior Styles	1,552	5.0%	87	3,044	5.4%	107
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%	95	546	1.0%	96
Social Security Set (9F)	1,197	3.9%	478	2,498	4.4%	667
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
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
11. Midtown Singles	1,779	5.8%	94	3,257	5.7%	106
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	435	1.4%	81	1,178	2.1%	149
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	471	1.5%	110	620	1.1%	93
City Commons (11E)	873	2.8%	325	1,459	2.6%	330
12. Hometown	7,850	25.4%	420	14,337	25.3%	443
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,678	11.9%	624	7,327	12.9%	728
Small Town Simplicity (12C)	1,773	5.7%	312	2,870	5.1%	306
Modest Income Homes (12D)	2,399	7.8%	606	4,140	7.3%	595
13. Next Wave	0	0.0%	0	0	0.0%	0
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
14. Scholars and Patriots	805	2.6%	162	1,899	3.4%	147
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	805	2.6%	273	1,899	3.4%	325
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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Source: Esri



Decatur city, IL (1718823)
 Geography: Place

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,910	100.0%		56,651	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	3,239	10.5%	63	5,585	9.9%	56
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	840	2.7%	125	1,445	2.6%	124
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)	2,399	7.8%	606	4,140	7.3%	595
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	11,932	38.6%	213	22,865	40.4%	241
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)	919	3.0%	129	1,447	2.6%	129
Hardscrabble Road (8G)	3,199	10.3%	867	5,891	10.4%	909
Retirement Communities (9E)	355	1.1%	95	546	1.0%	96
Social Security Set (9F)	1,197	3.9%	478	2,498	4.4%	667
Young and Restless (11B)	435	1.4%	81	1,178	2.1%	149
Set to Impress (11D)	471	1.5%	110	620	1.1%	93
City Commons (11E)	873	2.8%	325	1,459	2.6%	330
Traditional Living (12B)	3,678	11.9%	624	7,327	12.9%	728
College Towns (14B)	805	2.6%	273	1,899	3.4%	325
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,910	100.0%		56,651	100.0%	
4. Suburban Periphery	10,533	34.1%	107	19,288	34.0%	104
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)	396	1.3%	66	761	1.3%	69
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
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	458	1.5%	87	803	1.4%	77
Comfortable Empty Nesters (5A)	3,136	10.1%	414	5,753	10.2%	415
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,543	21.2%	858	11,971	21.1%	907
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	4,001	12.9%	138	6,699	11.8%	131
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,228	7.2%	317	3,829	6.8%	318
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)	1,773	5.7%	312	2,870	5.1%	306
6. Rural	1,205	3.9%	23	2,214	3.9%	23
Green Acres (6A)	148	0.5%	15	237	0.4%	12
Salt of the Earth (6B)	1,057	3.4%	119	1,977	3.5%	122
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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