



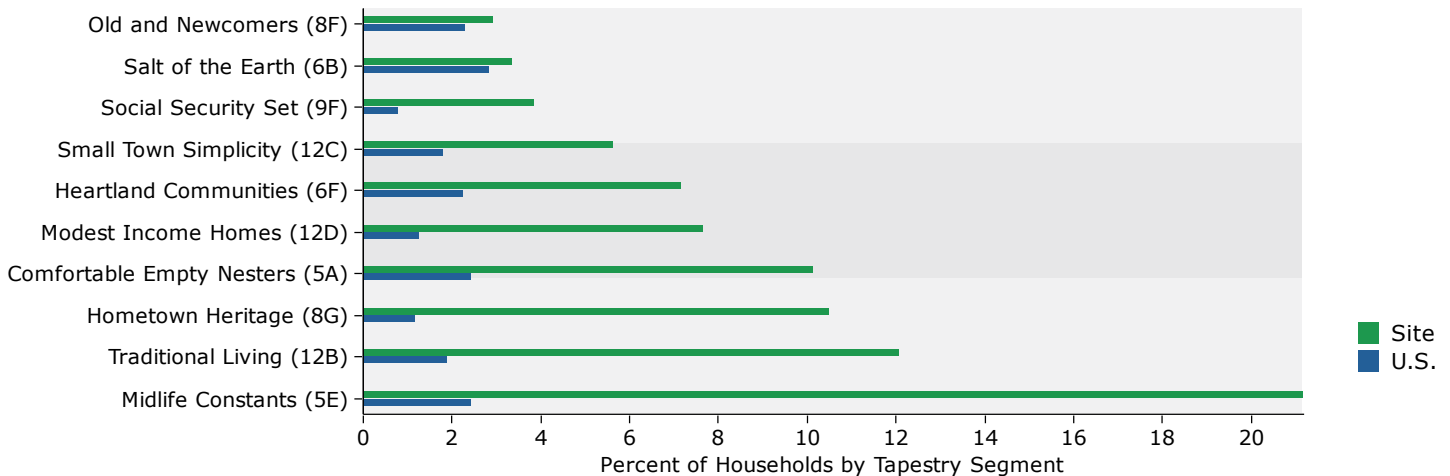
Dominant Tapestry Site Map

Decatur city, IL (1718823)
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 Geography: Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.2%	21.2%	2.5%	2.5%	862
2	Traditional Living (12B)	12.1%	33.3%	1.9%	4.4%	636
3	Hometown Heritage (8G)	10.5%	43.8%	1.2%	5.5%	884
4	Comfortable Empty Nesters (5A)	10.1%	53.9%	2.4%	8.0%	415
5	Modest Income Homes (12D)	7.7%	61.6%	1.3%	9.3%	603
	Subtotal	61.6%		9.3%		
6	Heartland Communities (6F)	7.2%	68.8%	2.3%	11.5%	316
7	Small Town Simplicity (12C)	5.7%	74.4%	1.8%	13.4%	309
8	Social Security Set (9F)	3.9%	78.3%	0.8%	14.2%	478
9	Salt of the Earth (6B)	3.4%	81.6%	2.9%	17.0%	118
10	Old and Newcomers (8F)	2.9%	84.6%	2.3%	19.3%	128
	Subtotal	23.1%		10.1%		
11	City Commons (11E)	2.8%	87.4%	0.9%	20.2%	327
12	Rustbelt Traditions (5D)	2.6%	90.1%	2.2%	22.4%	121
13	College Towns (14B)	2.5%	92.6%	1.0%	23.3%	266
14	Set to Impress (11D)	1.5%	94.1%	1.4%	24.7%	110
15	Young and Restless (11B)	1.5%	95.6%	1.8%	26.5%	85
	Subtotal	10.9%		7.3%		
16	Home Improvement (4B)	1.5%	97.1%	1.7%	28.2%	87
17	Exurbanites (1E)	1.3%	98.4%	1.9%	30.1%	65
18	Retirement Communities (9E)	1.2%	99.5%	1.2%	31.3%	97
19	Green Acres (6A)	0.5%	100.0%	3.3%	34.5%	15
	Subtotal	4.5%		8.1%		
	Total	100.0%		34.5%		290

Top Ten Tapestry Segments Site vs. U.S.



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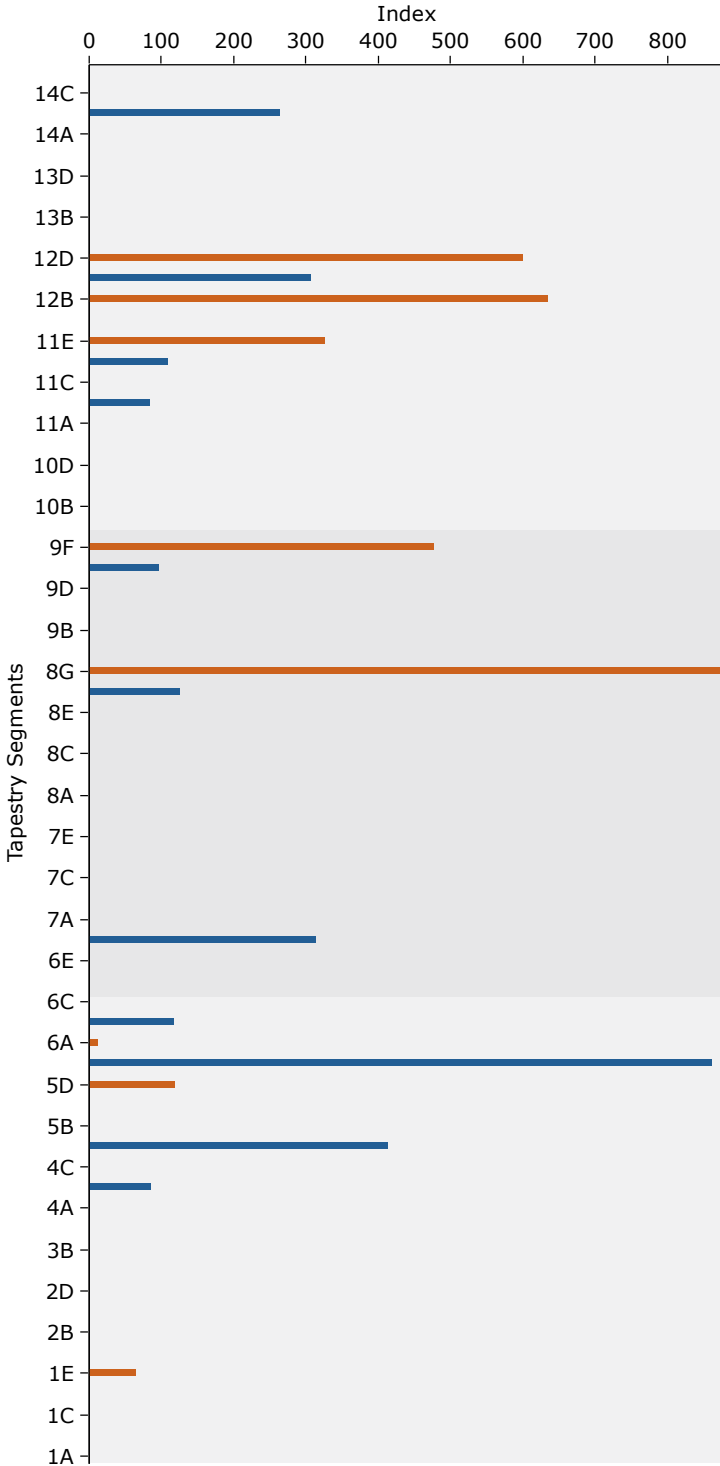
Source: Esri



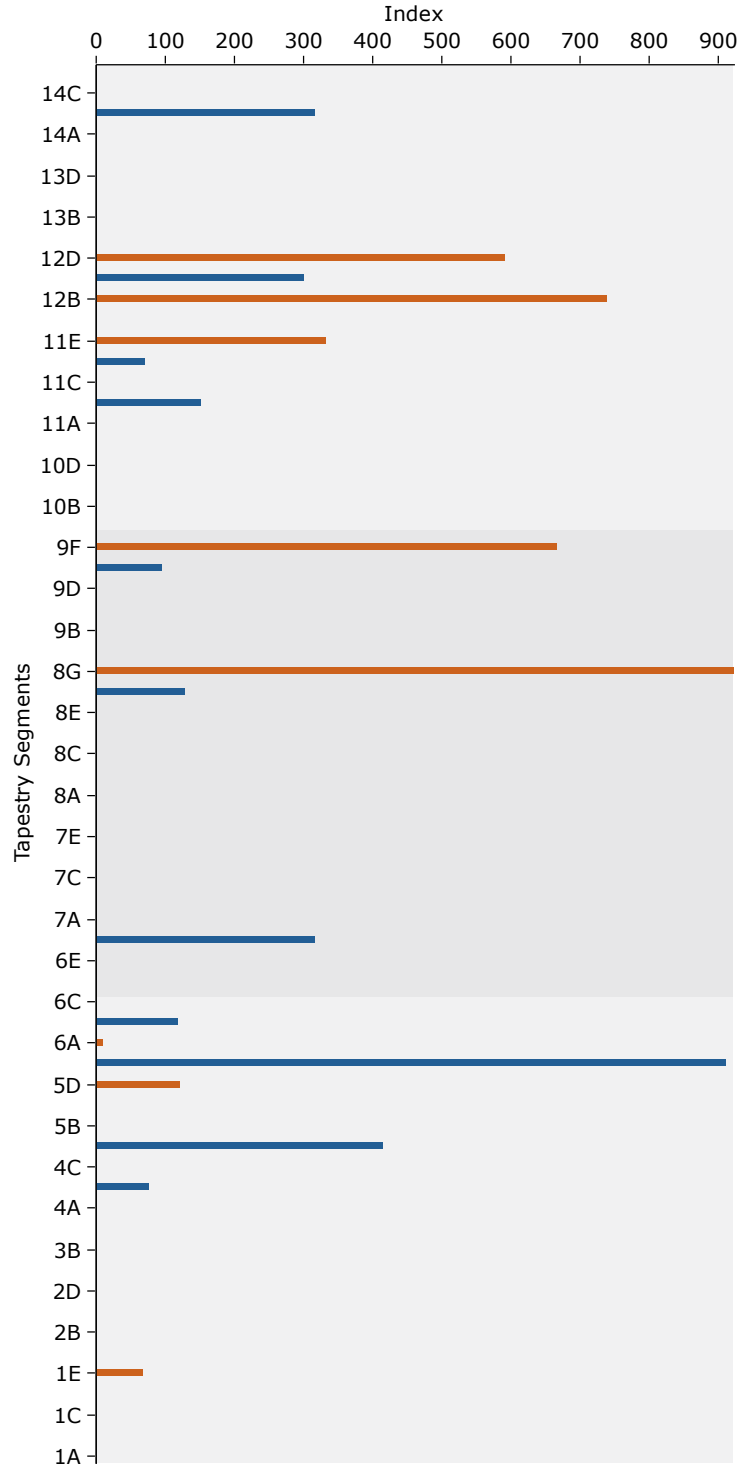
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Source: Esri



Dominant Tapestry Site Map

Decatur city, IL (1718823)
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 Geography: Place

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,918	100.0%		56,656	100.0%	
1. Affluent Estates	389	1.3%	13	749	1.3%	12
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)	389	1.3%	65	749	1.3%	68
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	457	1.5%	19	802	1.4%	18
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	457	1.5%	87	802	1.4%	77
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	10,500	34.0%	302	19,177	33.8%	314
Comfortable Empty Nesters (5A)	3,134	10.1%	415	5,763	10.2%	417
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)	814	2.6%	121	1,405	2.5%	122
Midlife Constants (5E)	6,552	21.2%	862	12,009	21.2%	913
6. Cozy Country Living	3,411	11.0%	92	6,014	10.6%	89
Green Acres (6A)	148	0.5%	15	236	0.4%	12
Salt of the Earth (6B)	1,043	3.4%	118	1,954	3.4%	120
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)	2,220	7.2%	316	3,824	6.7%	318
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

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,918	100.0%		56,656	100.0%	
8. Middle Ground	4,160	13.5%	125	7,428	13.1%	131
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)	910	2.9%	128	1,441	2.5%	129
Hometown Heritage (8G)	3,250	10.5%	884	5,987	10.6%	925
9. Senior Styles	1,553	5.0%	87	3,041	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)	359	1.2%	97	553	1.0%	97
Social Security Set (9F)	1,194	3.9%	478	2,488	4.4%	669
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	1,809	5.9%	95	3,189	5.6%	104
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	462	1.5%	85	1,226	2.2%	154
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	469	1.5%	110	489	0.9%	73
City Commons (11E)	878	2.8%	327	1,474	2.6%	333
12. Hometown	7,851	25.4%	422	14,388	25.4%	447
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,732	12.1%	636	7,443	13.1%	742
Small Town Simplicity (12C)	1,748	5.7%	309	2,838	5.0%	303
Modest Income Homes (12D)	2,371	7.7%	603	4,107	7.2%	594
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	788	2.5%	158	1,868	3.3%	145
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	788	2.5%	266	1,868	3.3%	319
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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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
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Total:	30,918	100.0%		56,656	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	3,185	10.3%	62	5,512	9.7%	55
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	814	2.6%	121	1,405	2.5%	122
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)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,371	7.7%	603	4,107	7.2%	594
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	12,042	38.9%	215	22,969	40.5%	243
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)	910	2.9%	128	1,441	2.5%	129
Hometown Heritage (8G)	3,250	10.5%	884	5,987	10.6%	925
Retirement Communities (9E)	359	1.2%	97	553	1.0%	97
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Total:	30,918	100.0%		56,656	100.0%	
4. Suburban Periphery	10,532	34.1%	106	19,323	34.1%	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)	389	1.3%	65	749	1.3%	68
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)	457	1.5%	87	802	1.4%	77
Comfortable Empty Nesters (5A)	3,134	10.1%	415	5,763	10.2%	417
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,552	21.2%	862	12,009	21.2%	913
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	3,968	12.8%	137	6,662	11.8%	129
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,220	7.2%	316	3,824	6.7%	318
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 Simplicity (12C)	1,748	5.7%	309	2,838	5.0%	303
6. Rural	1,191	3.9%	23	2,190	3.9%	23
Green Acres (6A)	148	0.5%	15	236	0.4%	12
Salt of the Earth (6B)	1,043	3.4%	118	1,954	3.4%	120
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

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