



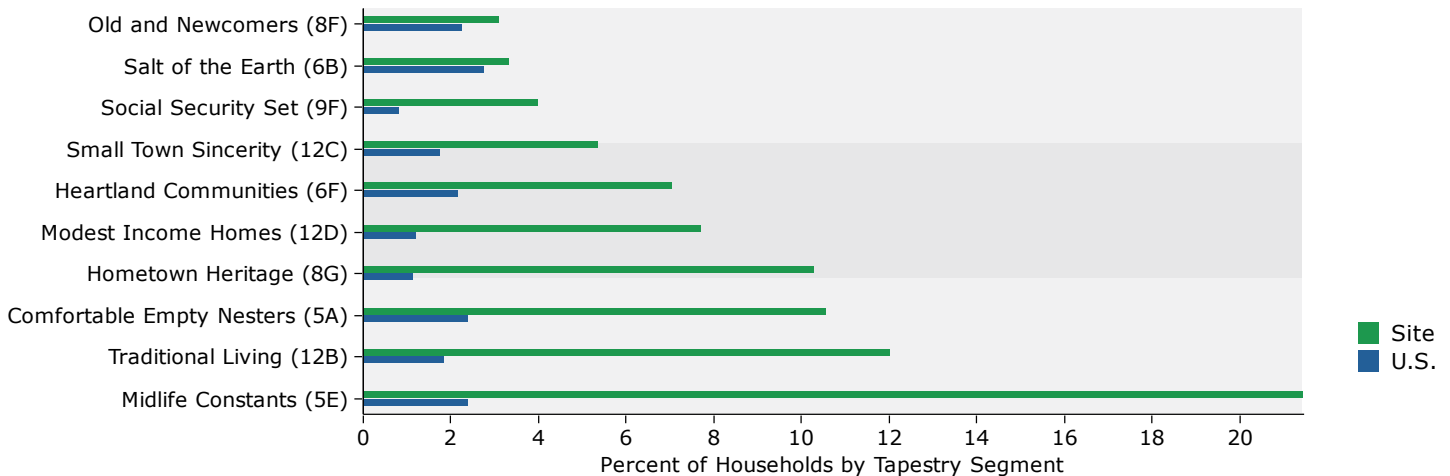
# Dominant Tapestry Site Map

Decatur city, IL (1718823)  
 Decatur city, IL (1718823)  
 Geography: Place

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.5%	21.5%	2.4%	2.4%	888
2	Traditional Living (12B)	12.0%	33.5%	1.9%	4.3%	639
3	Comfortable Empty Nesters (5A)	10.6%	44.1%	2.4%	6.7%	438
4	Hometown Heritage (8G)	10.3%	54.4%	1.2%	7.9%	876
5	Modest Income Homes (12D)	7.8%	62.2%	1.2%	9.1%	625
<b>Subtotal</b>		<b>62.2%</b>		<b>9.1%</b>		
6	Heartland Communities (6F)	7.1%	69.2%	2.2%	11.3%	321
7	Small Town Sincerity (12C)	5.4%	74.6%	1.8%	13.1%	300
8	Social Security Set (9F)	4.0%	78.6%	0.8%	14.0%	479
9	Salt of the Earth (6B)	3.3%	81.9%	2.8%	16.7%	120
10	Old and Newcomers (8F)	3.1%	85.1%	2.3%	19.0%	136
<b>Subtotal</b>		<b>22.9%</b>		<b>9.9%</b>		
11	Rustbelt Traditions (5D)	2.6%	87.6%	2.1%	21.2%	121
12	City Commons (11E)	2.5%	90.2%	0.9%	22.1%	287
13	College Towns (14B)	2.0%	92.2%	1.0%	23.0%	209
14	Young and Restless (11B)	1.7%	93.9%	1.8%	24.8%	96
15	Set to Impress (11D)	1.5%	95.4%	1.4%	26.2%	108
<b>Subtotal</b>		<b>10.3%</b>		<b>7.2%</b>		
16	Home Improvement (4B)	1.4%	96.8%	1.7%	27.9%	84
17	Exurbanites (1E)	1.3%	98.1%	1.9%	29.8%	67
18	Retirement Communities (9E)	1.3%	99.3%	1.2%	31.0%	105
19	Green Acres (6A)	0.7%	100.0%	3.3%	34.2%	21
<b>Subtotal</b>		<b>4.7%</b>		<b>8.1%</b>		
<b>Total</b>		<b>100.0%</b>		<b>34.2%</b>		<b>292</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.

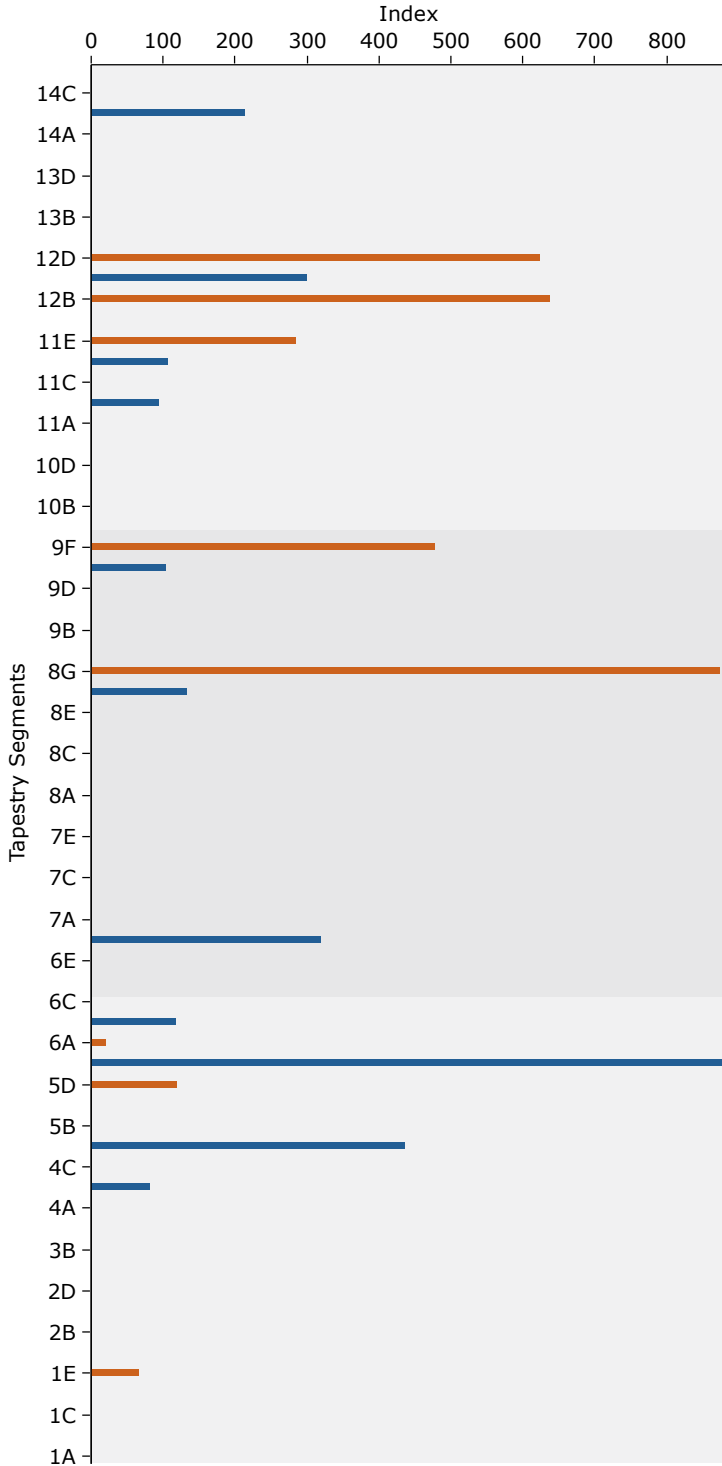
**Source:** Esri



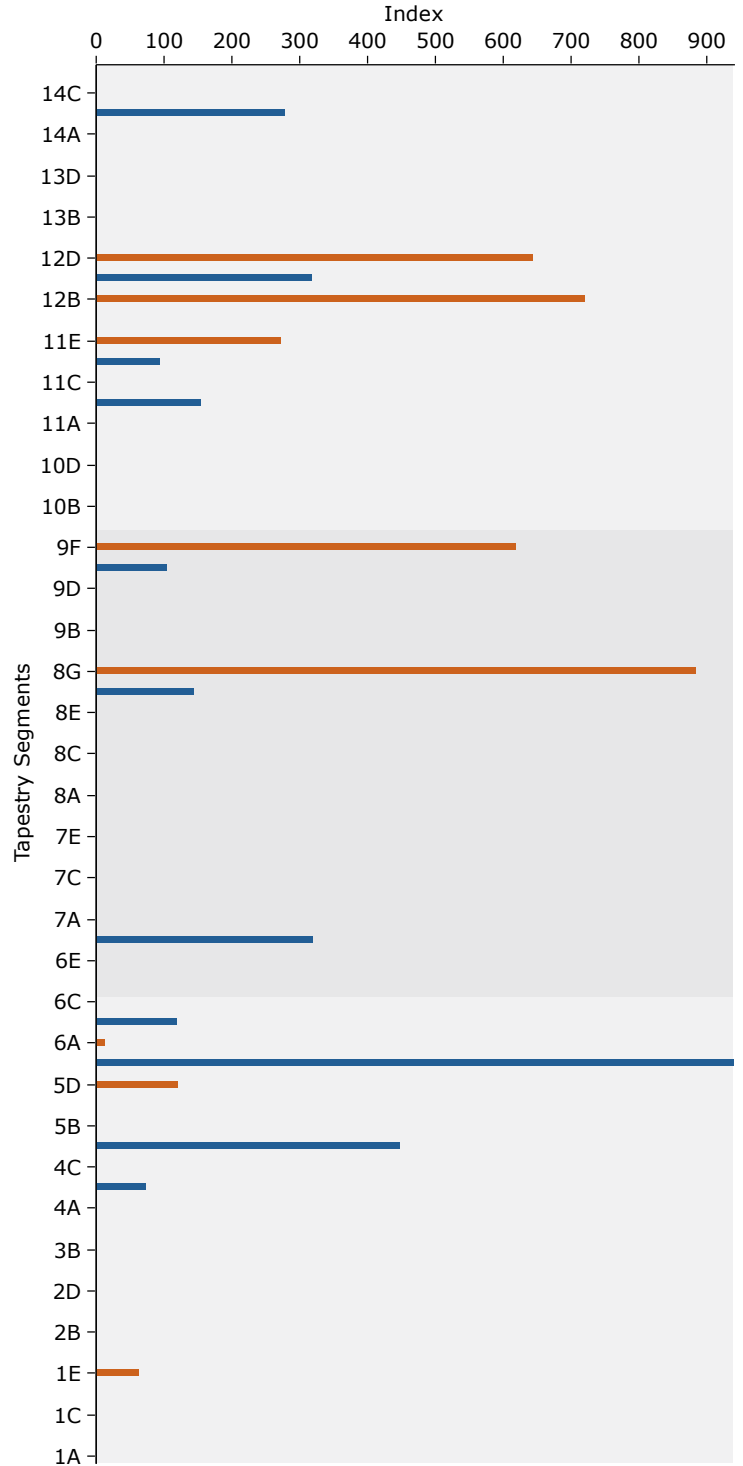
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### 2022 Tapestry Indexes by Households



### 2022 Tapestry Indexes by Total Population 18+



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# Dominant Tapestry Site Map

Decatur city, IL (1718823)  
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 Geography: Place

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,736	100.0%		55,218	100.0%	
<b>1. Affluent Estates</b>	<b>394</b>	<b>1.3%</b>	<b>13</b>	<b>709</b>	<b>1.3%</b>	<b>12</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%	67	709	1.3%	65
<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>435</b>	<b>1.4%</b>	<b>18</b>	<b>765</b>	<b>1.4%</b>	<b>17</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	435	1.4%	84	765	1.4%	76
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>10,646</b>	<b>34.6%</b>	<b>310</b>	<b>19,524</b>	<b>35.4%</b>	<b>326</b>
Comfortable Empty Nesters (5A)	3,251	10.6%	438	6,041	10.9%	448
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)	795	2.6%	121	1,381	2.5%	123
Midlife Constants (5E)	6,600	21.5%	888	12,102	21.9%	941
<b>6. Cozy Country Living</b>	<b>3,408</b>	<b>11.1%</b>	<b>94</b>	<b>5,800</b>	<b>10.5%</b>	<b>90</b>
Green Acres (6A)	210	0.7%	21	271	0.5%	15
Salt of the Earth (6B)	1,029	3.3%	120	1,870	3.4%	121
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)	2,169	7.1%	321	3,659	6.6%	320
<b>7. Sprouting Explorers</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
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	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,736	100.0%		55,218	100.0%	
<b>8. Middle Ground</b>	<b>4,128</b>	<b>13.4%</b>	<b>123</b>	<b>6,951</b>	<b>12.6%</b>	<b>124</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)	959	3.1%	136	1,620	2.9%	146
Hometown Heritage (8G)	3,169	10.3%	876	5,331	9.7%	885
<b>9. Senior Styles</b>	<b>1,616</b>	<b>5.3%</b>	<b>91</b>	<b>3,027</b>	<b>5.5%</b>	<b>106</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)	385	1.3%	105	615	1.1%	106
Social Security Set (9F)	1,231	4.0%	479	2,412	4.4%	621
<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
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
<b>11. Midtown Singles</b>	<b>1,756</b>	<b>5.7%</b>	<b>91</b>	<b>3,002</b>	<b>5.4%</b>	<b>99</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	523	1.7%	96	1,238	2.2%	157
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	459	1.5%	108	625	1.1%	97
City Commons (11E)	774	2.5%	287	1,139	2.1%	274
<b>12. Hometown</b>	<b>7,737</b>	<b>25.2%</b>	<b>424</b>	<b>13,891</b>	<b>25.2%</b>	<b>453</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,703	12.0%	639	6,923	12.5%	722
Small Town Sincerity (12C)	1,650	5.4%	300	2,871	5.2%	319
Modest Income Homes (12D)	2,384	7.8%	625	4,097	7.4%	645
<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>
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
<b>14. Scholars and Patriots</b>	<b>616</b>	<b>2.0%</b>	<b>127</b>	<b>1,549</b>	<b>2.8%</b>	<b>125</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	616	2.0%	215	1,549	2.8%	280
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	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,736	100.0%		55,218	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>3,179</b>	<b>10.3%</b>	<b>42</b>	<b>5,478</b>	<b>9.9%</b>	<b>57</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	795	2.6%	121	1,381	2.5%	123
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)	2,384	7.8%	625	4,097	7.4%	645
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>11,819</b>	<b>38.5%</b>	<b>213</b>	<b>21,452</b>	<b>38.8%</b>	<b>231</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)	959	3.1%	136	1,620	2.9%	146
Hometown Heritage (8G)	3,169	10.3%	876	5,331	9.7%	885
Retirement Communities (9E)	385	1.3%	105	615	1.1%	106
Social Security Set (9F)	1,231	4.0%	479	2,412	4.4%	621
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Traditional Living (12B)	3,703	12.0%	639	6,923	12.5%	722
College Towns (14B)	616	2.0%	215	1,549	2.8%	280
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	30,736	100.0%		55,218	100.0%	
<b>4. Suburban Periphery</b>	<b>10,680</b>	<b>34.7%</b>	<b>109</b>	<b>19,617</b>	<b>35.5%</b>	<b>106</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%	67	709	1.3%	65
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)	435	1.4%	84	765	1.4%	76
Comfortable Empty Nesters (5A)	3,251	10.6%	438	6,041	10.9%	448
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,600	21.5%	888	12,102	21.9%	941
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>3,819</b>	<b>12.4%</b>	<b>133</b>	<b>6,530</b>	<b>11.8%</b>	<b>131</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,169	7.1%	321	3,659	6.6%	320
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)	1,650	5.4%	300	2,871	5.2%	319
<b>6. Rural</b>	<b>1,239</b>	<b>4.0%</b>	<b>25</b>	<b>2,141</b>	<b>3.9%</b>	<b>24</b>
Green Acres (6A)	210	0.7%	21	271	0.5%	15
Salt of the Earth (6B)	1,029	3.3%	120	1,870	3.4%	121
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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