



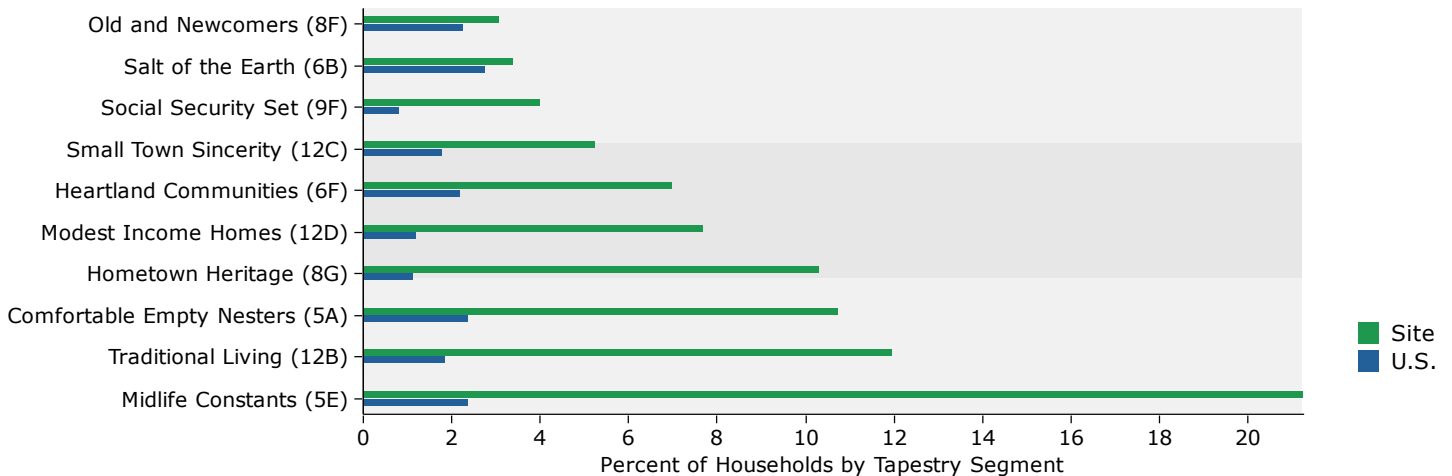
Dominant Tapestry Site Map

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

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.3%	21.3%	2.4%	2.4%	881
2	Traditional Living (12B)	12.0%	33.3%	1.9%	4.3%	640
3	Comfortable Empty Nesters (5A)	10.8%	44.0%	2.4%	6.7%	445
4	Hometown Heritage (8G)	10.3%	54.4%	1.2%	7.9%	883
5	Modest Income Homes (12D)	7.7%	62.1%	1.2%	9.1%	627
	Subtotal	62.1%		9.1%		
6	Heartland Communities (6F)	7.0%	69.1%	2.2%	11.3%	320
7	Small Town Sincerity (12C)	5.3%	74.3%	1.8%	13.1%	295
8	Social Security Set (9F)	4.0%	78.3%	0.8%	13.9%	478
9	Salt of the Earth (6B)	3.4%	81.7%	2.8%	16.7%	122
10	Old and Newcomers (8F)	3.1%	84.8%	2.3%	19.0%	136
	Subtotal	22.8%		9.9%		
11	Rustbelt Traditions (5D)	2.6%	87.4%	2.1%	21.1%	120
12	City Commons (11E)	2.5%	89.9%	0.9%	22.0%	288
13	College Towns (14B)	2.0%	91.9%	0.9%	22.9%	216
14	Young and Restless (11B)	1.8%	93.7%	1.8%	24.7%	102
15	Home Improvement (4B)	1.6%	95.3%	1.7%	26.4%	93
	Subtotal	10.5%		7.4%		
16	Set to Impress (11D)	1.5%	96.8%	1.4%	27.8%	109
17	Exurbanites (1E)	1.3%	98.1%	1.9%	29.7%	67
18	Retirement Communities (9E)	1.2%	99.3%	1.2%	30.9%	105
19	Green Acres (6A)	0.7%	100.0%	3.3%	34.1%	21
	Subtotal	4.7%		7.8%		
	Total	100.0%		34.1%		293

Top Ten Tapestry Segments Site vs. U.S.

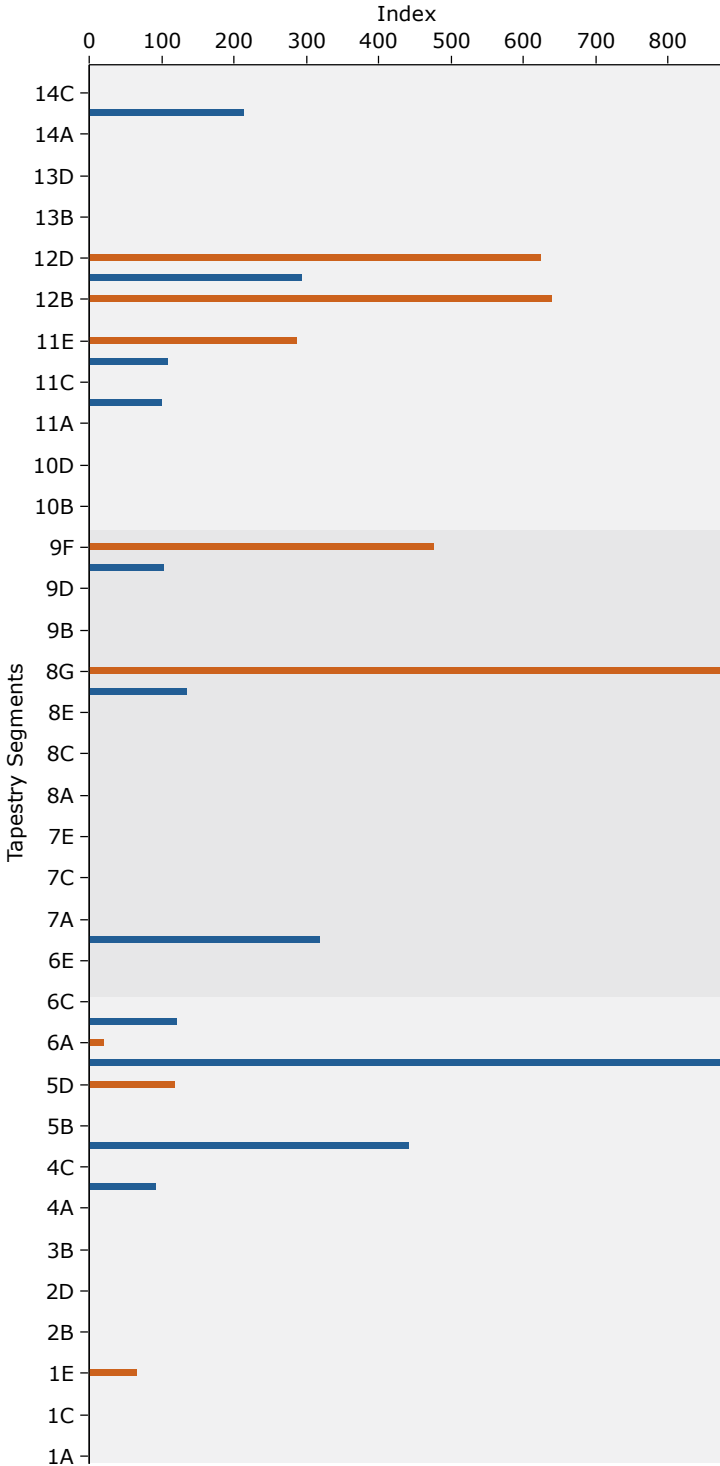


Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

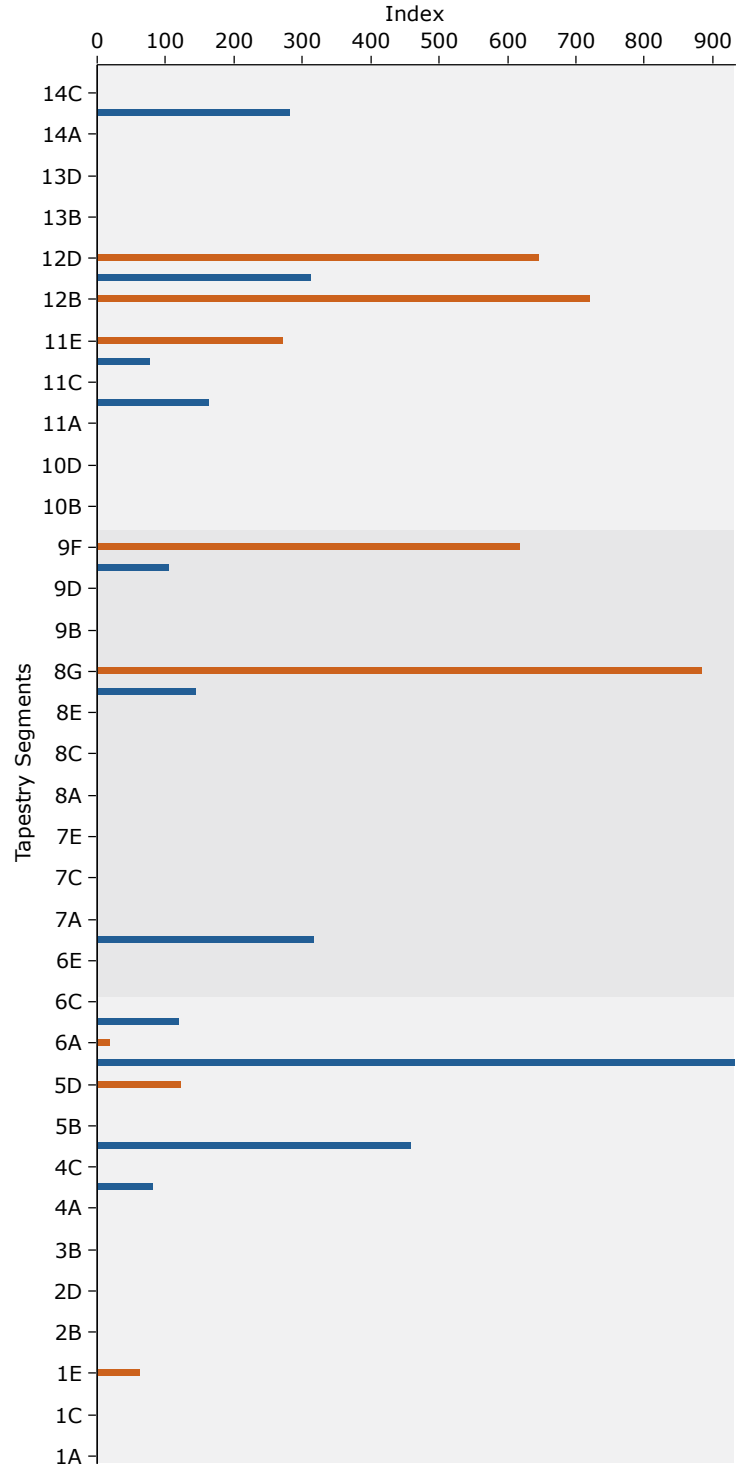
Source: Esri

Decatur city, IL (1718823)
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 Geography: Place

2023 Tapestry Indexes by Households



2023 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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,900	100.0%		55,285	100.0%	
1. Affluent Estates	395	1.3%	13	697	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)	395	1.3%	67	697	1.3%	64
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	482	1.6%	20	817	1.5%	18
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	482	1.6%	93	817	1.5%	82
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	10,690	34.6%	310	19,596	35.4%	327
Comfortable Empty Nesters (5A)	3,324	10.8%	445	6,210	11.2%	460
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)	794	2.6%	120	1,375	2.5%	123
Midlife Constants (5E)	6,572	21.3%	881	12,011	21.7%	934
6. Cozy Country Living	3,426	11.1%	94	5,911	10.7%	92
Green Acres (6A)	208	0.7%	21	386	0.7%	21
Salt of the Earth (6B)	1,051	3.4%	122	1,882	3.4%	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)	2,167	7.0%	320	3,643	6.6%	319
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,900	100.0%		55,285	100.0%	
8. Middle Ground	4,150	13.4%	124	6,929	12.5%	124
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)	957	3.1%	136	1,613	2.9%	146
Hometown Heritage (8G)	3,193	10.3%	883	5,316	9.6%	886
9. Senior Styles	1,624	5.3%	91	3,039	5.5%	106
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)	384	1.2%	105	623	1.1%	107
Social Security Set (9F)	1,240	4.0%	478	2,416	4.4%	620
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	1,799	5.8%	93	2,925	5.3%	97
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	559	1.8%	102	1,290	2.3%	164
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	465	1.5%	109	501	0.9%	78
City Commons (11E)	775	2.5%	288	1,134	2.1%	274
12. Hometown	7,710	25.0%	423	13,812	25.0%	452
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,706	12.0%	640	6,906	12.5%	723
Small Town Sincerity (12C)	1,624	5.3%	295	2,828	5.1%	314
Modest Income Homes (12D)	2,380	7.7%	627	4,078	7.4%	648
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	624	2.0%	129	1,559	2.8%	126
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	624	2.0%	216	1,559	2.8%	282
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,900	100.0%		55,285	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	3,174	10.3%	62	5,453	9.9%	57
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	794	2.6%	120	1,375	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)	2,380	7.7%	627	4,078	7.4%	648
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	11,903	38.5%	214	21,358	38.6%	230
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)	957	3.1%	136	1,613	2.9%	146
Hometown Heritage (8G)	3,193	10.3%	883	5,316	9.6%	886
Retirement Communities (9E)	384	1.2%	105	623	1.1%	107
Social Security Set (9F)	1,240	4.0%	478	2,416	4.4%	620
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Total:	30,900	100.0%		55,285	100.0%	
4. Suburban Periphery	10,773	34.9%	108	19,735	35.7%	107
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)	395	1.3%	67	697	1.3%	64
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)	482	1.6%	93	817	1.5%	82
Comfortable Empty Nesters (5A)	3,324	10.8%	445	6,210	11.2%	460
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,572	21.3%	881	12,011	21.7%	934
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	3,791	12.3%	131	6,471	11.7%	129
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,167	7.0%	320	3,643	6.6%	319
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)	1,624	5.3%	295	2,828	5.1%	314
6. Rural	1,259	4.1%	25	2,268	4.1%	25
Green Acres (6A)	208	0.7%	21	386	0.7%	21
Salt of the Earth (6B)	1,051	3.4%	122	1,882	3.4%	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
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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