



Dominant Tapestry Site Map

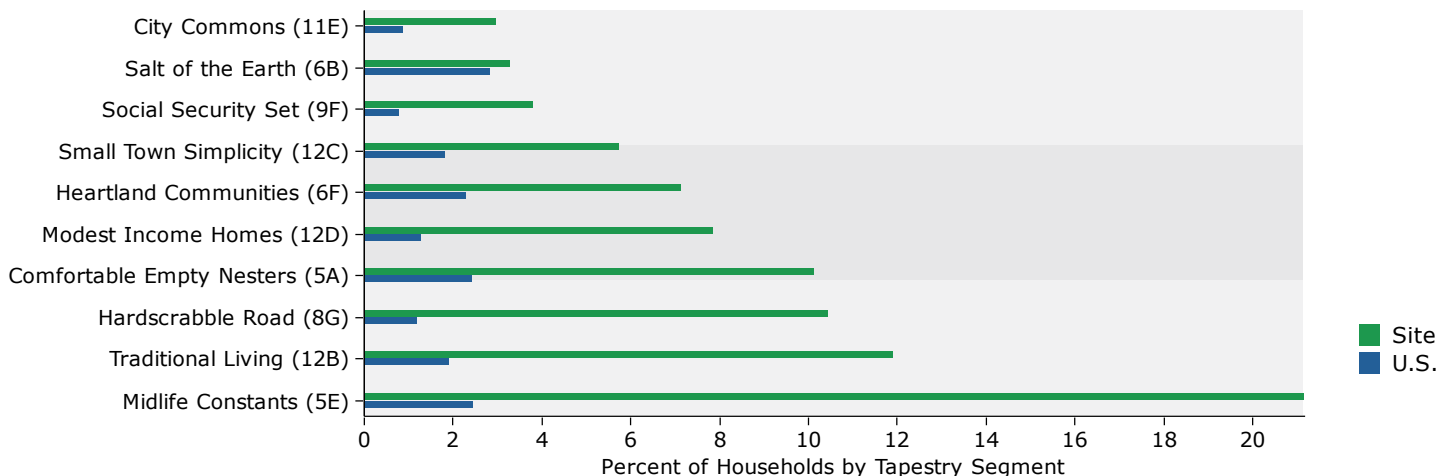
Decatur city, IL (1718823)

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
Subtotal		61.6%		9.4%		
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
Subtotal		23.0%		8.8%		
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
Subtotal		11.2%		8.6%		
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
Subtotal		4.2%		8.0%		
Total		100.0%		34.8%		288

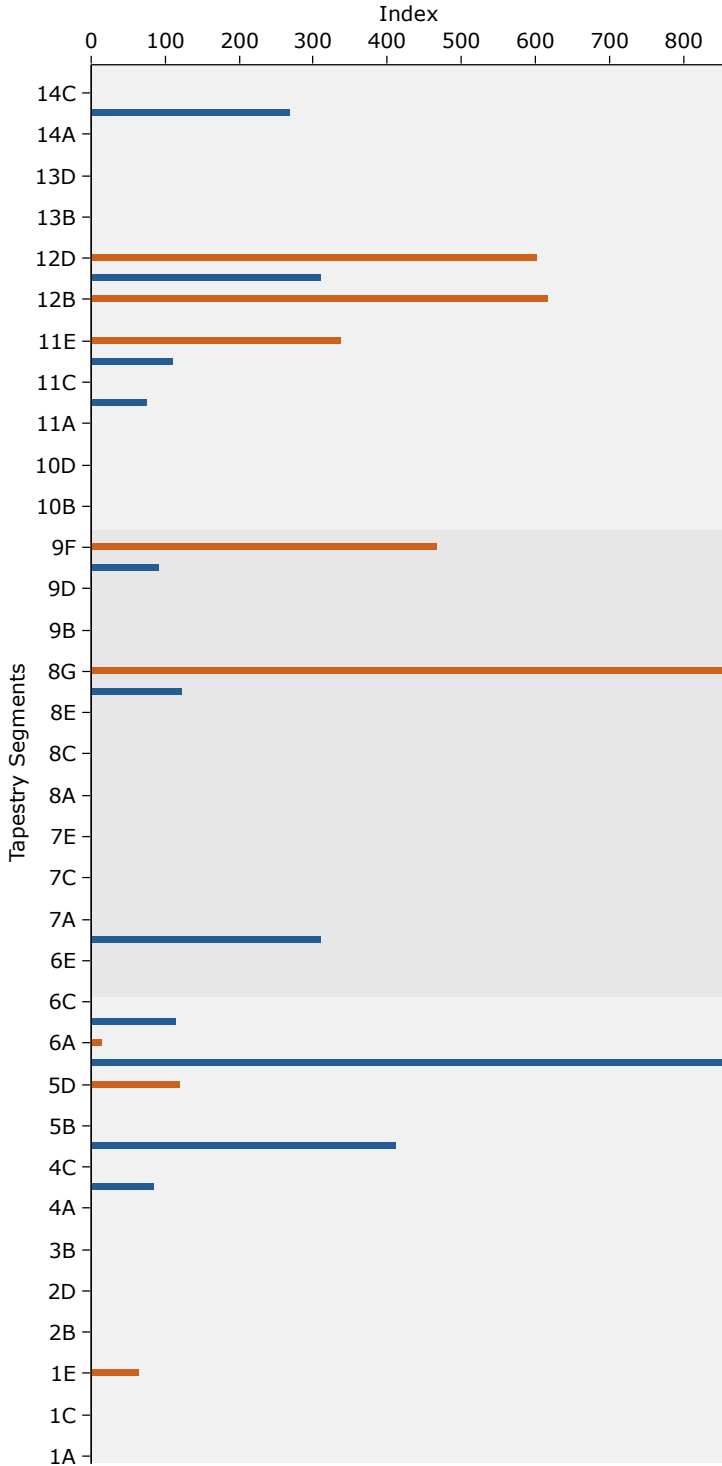
Top Ten Tapestry Segments Site vs. U.S.



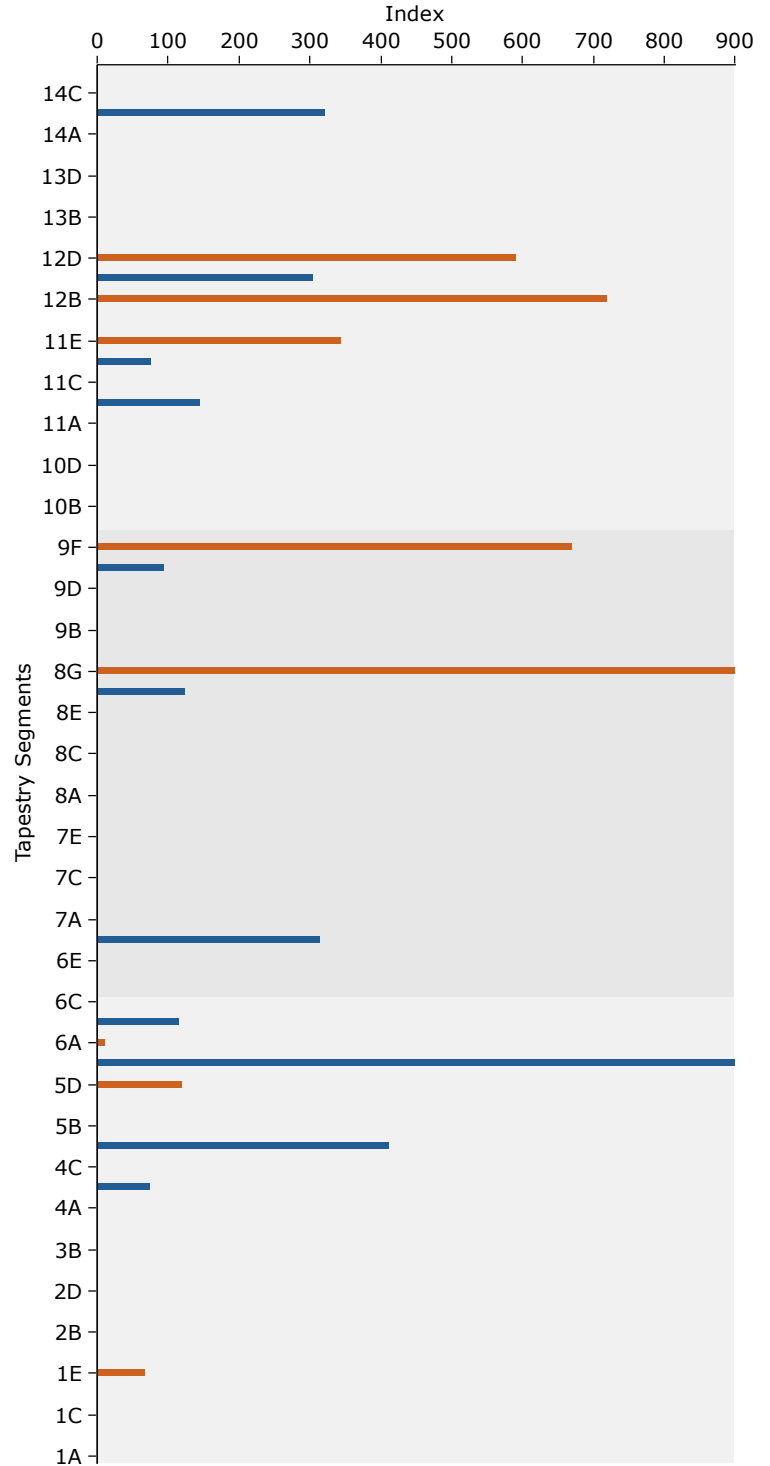
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 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
Total:	31,026	100.0%		57,214	100.0%	
1. Affluent Estates	394	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)	394	1.3%	65	761	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	460	1.5%	20	796	1.4%	18
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
5. GenXurban	10,538	34.0%	299	19,331	33.8%	310
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
6. Cozy Country Living	3,395	10.9%	91	6,051	10.6%	90
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
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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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	31,026	100.0%		57,214	100.0%	
8. Middle Ground	4,138	13.3%	122	7,395	12.9%	127
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
9. Senior Styles	1,542	5.0%	86	3,115	5.4%	109
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
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	1,821	5.9%	95	3,257	5.7%	104
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
12. Hometown	7,940	25.6%	417	14,590	25.5%	440
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
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	798	2.6%	159	1,918	3.4%	147
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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	Number	Percent	Index	Number	Percent	Index
Total:	31,026	100.0%		57,214	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	3,265	10.5%	63	5,688	9.9%	56
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
3. Metro Cities	12,004	38.7%	212	23,100	40.4%	239
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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4. Suburban Periphery	10,570	34.1%	107	19,455	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)	394	1.3%	65	761	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
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	460	1.5%	87	796	1.4%	75
Comfortable Empty Nesters (5A)	3,144	10.1%	413	5,802	10.1%	414
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,572	21.2%	855	12,096	21.1%	901
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	4,008	12.9%	139	6,797	11.9%	132
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
6. Rural	1,179	3.8%	23	2,174	3.8%	23
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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