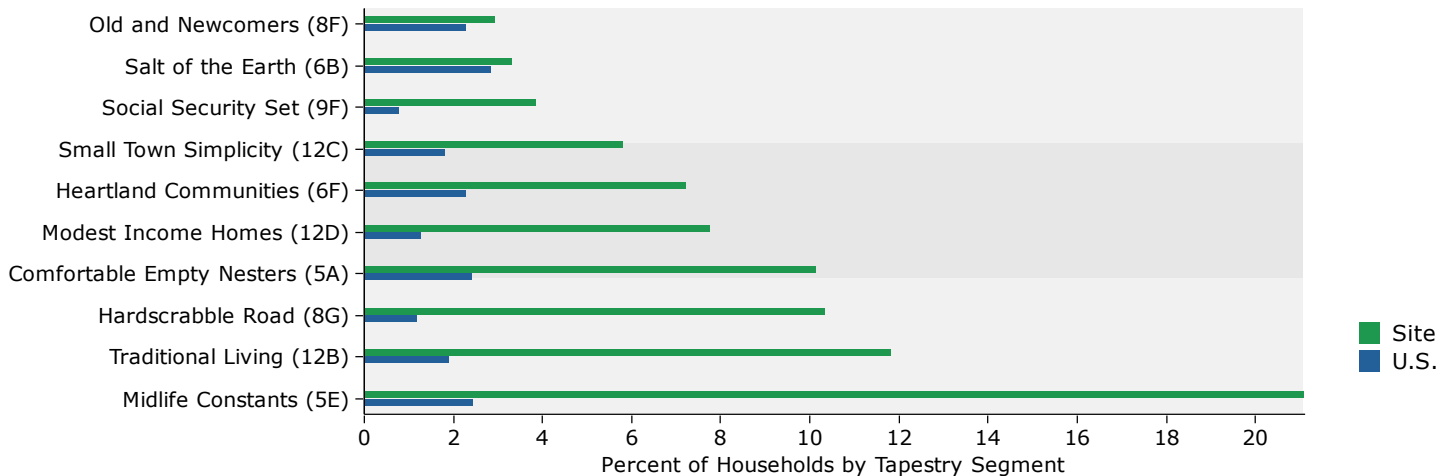


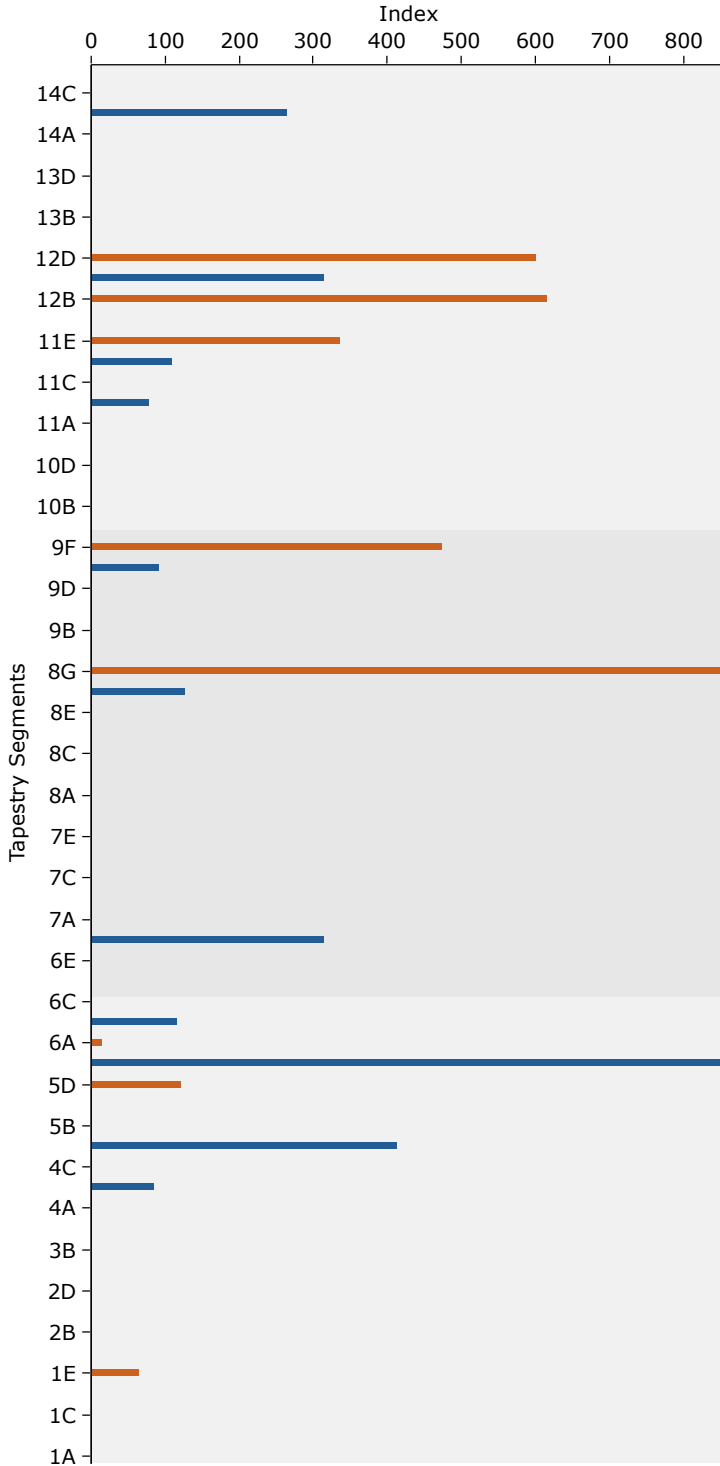
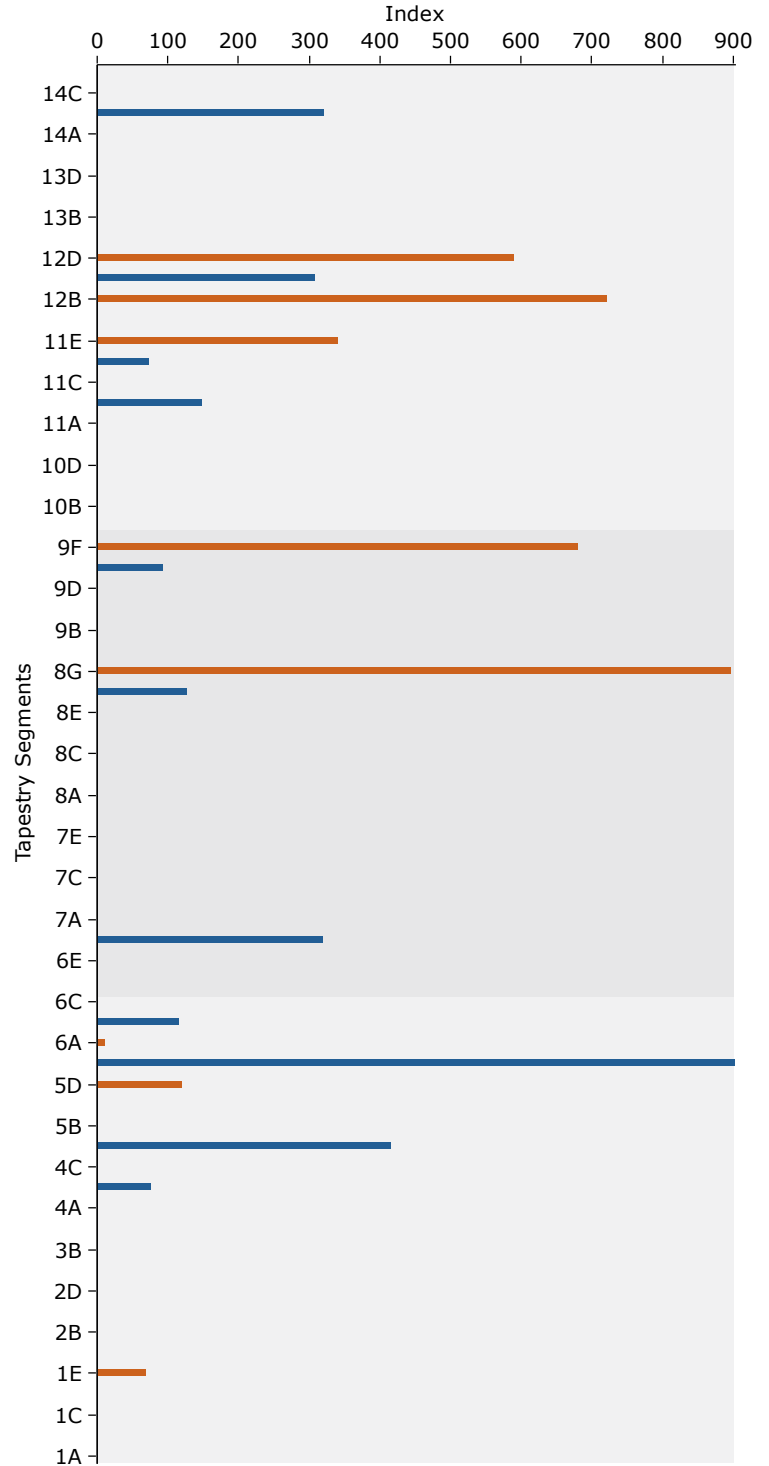
Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	21.1%	21.1%	2.5%	2.5%	855
2	Traditional Living (12B)	11.8%	32.9%	1.9%	4.4%	617
3	Hardscrabble Road (8G)	10.4%	43.3%	1.2%	5.6%	863
4	Comfortable Empty Nesters (5A)	10.2%	53.5%	2.5%	8.0%	415
5	Modest Income Homes (12D)	7.8%	61.3%	1.3%	9.3%	602
	Subtotal	61.3%		9.3%		
6	Heartland Communities (6F)	7.2%	68.5%	2.3%	11.6%	316
7	Small Town Simplicity (12C)	5.8%	74.3%	1.8%	13.4%	316
8	Social Security Set (9F)	3.9%	78.2%	0.8%	14.2%	476
9	Salt of the Earth (6B)	3.3%	81.5%	2.9%	17.1%	117
10	Old and Newcomers (8F)	3.0%	84.5%	2.3%	19.4%	128
	Subtotal	23.2%		10.1%		
11	City Commons (11E)	3.0%	87.5%	0.9%	20.3%	337
12	Rustbelt Traditions (5D)	2.7%	90.2%	2.2%	22.5%	122
13	College Towns (14B)	2.5%	92.7%	1.0%	23.5%	267
14	Set to Impress (11D)	1.5%	94.2%	1.4%	24.9%	111
15	Home Improvement (4B)	1.5%	95.7%	1.7%	26.6%	87
	Subtotal	11.2%		7.2%		
16	Young and Restless (11B)	1.4%	97.1%	1.7%	28.3%	80
17	Exurbanites (1E)	1.3%	98.4%	1.9%	30.2%	66
18	Retirement Communities (9E)	1.1%	99.5%	1.2%	31.4%	93
19	Green Acres (6A)	0.5%	100.0%	3.2%	34.6%	15
	Subtotal	4.3%		8.0%		
	Total	100.0%		34.7%		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

2019 Tapestry Indexes by Households

2019 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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,882	100.0%		56,883	100.0%	
1. Affluent Estates	398	1.3%	13	770	1.4%	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)	398	1.3%	66	770	1.4%	70
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	461	1.5%	20	810	1.4%	18
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	461	1.5%	87	810	1.4%	77
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	10,486	34.0%	300	19,236	33.8%	311
Comfortable Empty Nesters (5A)	3,142	10.2%	415	5,797	10.2%	416
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)	823	2.7%	122	1,426	2.5%	122
Midlife Constants (5E)	6,521	21.1%	855	12,013	21.1%	904
6. Cozy Country Living	3,411	11.0%	92	6,067	10.7%	90
Green Acres (6A)	148	0.5%	15	237	0.4%	12
Salt of the Earth (6B)	1,031	3.3%	117	1,932	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)	2,232	7.2%	316	3,898	6.9%	321
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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,882	100.0%		56,883	100.0%	
8. Middle Ground	4,119	13.3%	123	7,331	12.9%	128
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)	913	3.0%	128	1,449	2.5%	128
Hardscrabble Road (8G)	3,206	10.4%	863	5,882	10.3%	898
9. Senior Styles	1,543	5.0%	86	3,107	5.5%	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)	348	1.1%	93	540	0.9%	94
Social Security Set (9F)	1,195	3.9%	476	2,567	4.5%	681
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	1,813	5.9%	95	3,225	5.7%	104
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	429	1.4%	80	1,194	2.1%	151
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	472	1.5%	111	504	0.9%	75
City Commons (11E)	912	3.0%	337	1,527	2.7%	342
12. Hometown	7,864	25.5%	418	14,442	25.4%	441
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,656	11.8%	617	7,352	12.9%	723
Small Town Simplicity (12C)	1,800	5.8%	316	2,923	5.1%	309
Modest Income Homes (12D)	2,408	7.8%	602	4,167	7.3%	590
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	787	2.5%	158	1,895	3.3%	146
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	787	2.5%	267	1,895	3.3%	323
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



Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,882	100.0%		56,883	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	3,231	10.5%	63	5,593	9.8%	55
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	823	2.7%	122	1,426	2.5%	122
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)	2,408	7.8%	602	4,167	7.3%	590
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	11,918	38.6%	213	22,910	40.3%	240
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)	913	3.0%	128	1,449	2.5%	128
Hardscrabble Road (8G)	3,206	10.4%	863	5,882	10.3%	898
Retirement Communities (9E)	348	1.1%	93	540	0.9%	94
Social Security Set (9F)	1,195	3.9%	476	2,567	4.5%	681
Young and Restless (11B)	429	1.4%	80	1,194	2.1%	151
Set to Impress (11D)	472	1.5%	111	504	0.9%	75
City Commons (11E)	912	3.0%	337	1,527	2.7%	342
Traditional Living (12B)	3,656	11.8%	617	7,352	12.9%	723
College Towns (14B)	787	2.5%	267	1,895	3.3%	323
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,882	100.0%		56,883	100.0%	
4. Suburban Periphery	10,522	34.1%	107	19,390	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)	398	1.3%	66	770	1.4%	70
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)	461	1.5%	87	810	1.4%	77
Comfortable Empty Nesters (5A)	3,142	10.2%	415	5,797	10.2%	416
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,521	21.1%	855	12,013	21.1%	904
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	4,032	13.1%	140	6,821	12.0%	133
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,232	7.2%	316	3,898	6.9%	321
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)	1,800	5.8%	316	2,923	5.1%	309
6. Rural	1,179	3.8%	23	2,169	3.8%	23
Green Acres (6A)	148	0.5%	15	237	0.4%	12
Salt of the Earth (6B)	1,031	3.3%	117	1,932	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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