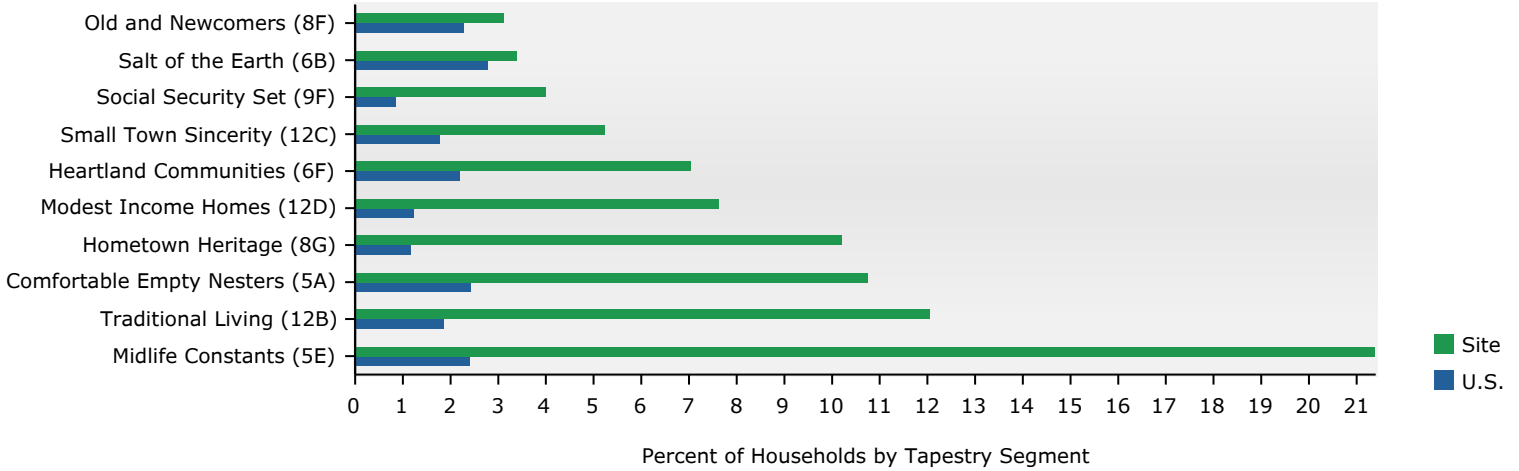
Dominant Tapestry Site Map

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

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households Percent	2024 Households Cumulative Percent	2024 U.S. Households Percent	2024 U.S. Households Cumulative Percent	Index
1	Midlife Constants (5E)	21.4%	21.4%	2.4%	2.4%	887
2	Traditional Living (12B)	12.0%	33.4%	1.9%	4.3%	646
3	Comfortable Empty Nesters (5A)	10.8%	44.2%	2.4%	6.7%	445
4	Hometown Heritage (8G)	10.2%	54.4%	1.2%	7.9%	876
5	Modest Income Homes (12D)	7.6%	62.0%	1.2%	9.1%	625
	Subtotal	**62.0%**		**9.1%**		
6	Heartland Communities (6F)	7.0%	69.0%	2.2%	11.3%	322
7	Small Town Sincerity (12C)	5.2%	74.3%	1.8%	13.0%	295
8	Social Security Set (9F)	4.0%	78.3%	0.8%	13.9%	474
9	Salt of the Earth (6B)	3.4%	81.6%	2.8%	16.7%	121
10	Old and Newcomers (8F)	3.1%	84.8%	2.3%	18.9%	137
	Subtotal	**22.7%**		**9.9%**		
11	Rustbelt Traditions (5D)	2.6%	87.3%	2.1%	21.1%	121
12	City Commons (11E)	2.4%	89.8%	0.9%	21.9%	281
13	College Towns (14B)	2.0%	91.8%	0.9%	22.9%	217
14	Young and Restless (11B)	1.8%	93.6%	1.8%	24.6%	102
15	Home Improvement (4B)	1.6%	95.2%	1.7%	26.3%	92
	Subtotal	**10.4%**		**7.4%**		
16	Set to Impress (11D)	1.5%	96.7%	1.4%	27.7%	108
17	Retirement Communities (9E)	1.4%	98.0%	1.2%	28.9%	116
18	Exurbanites (1E)	1.3%	99.3%	1.9%	30.8%	67
19	Green Acres (6A)	0.7%	100.0%	3.3%	34.1%	20
	Subtotal	**4.9%**		**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.
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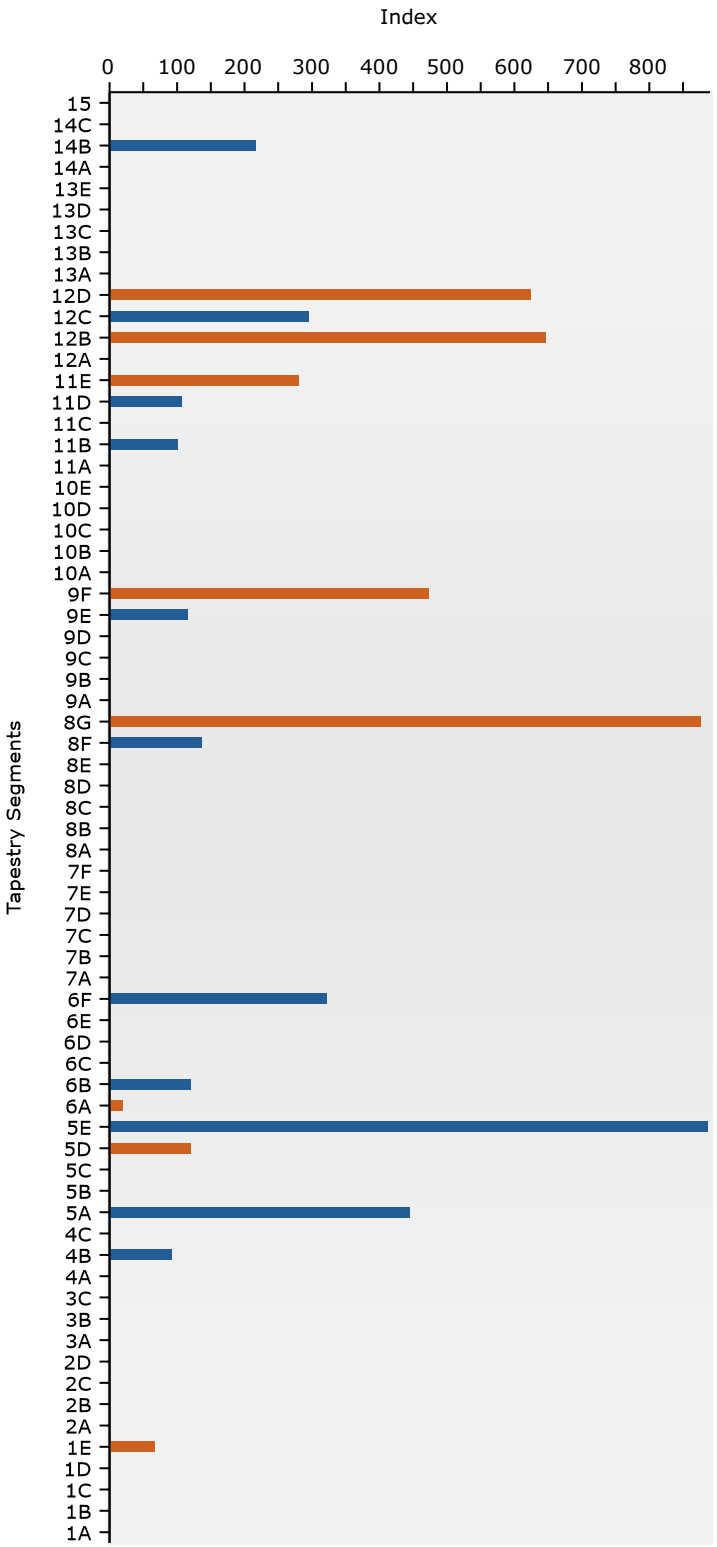
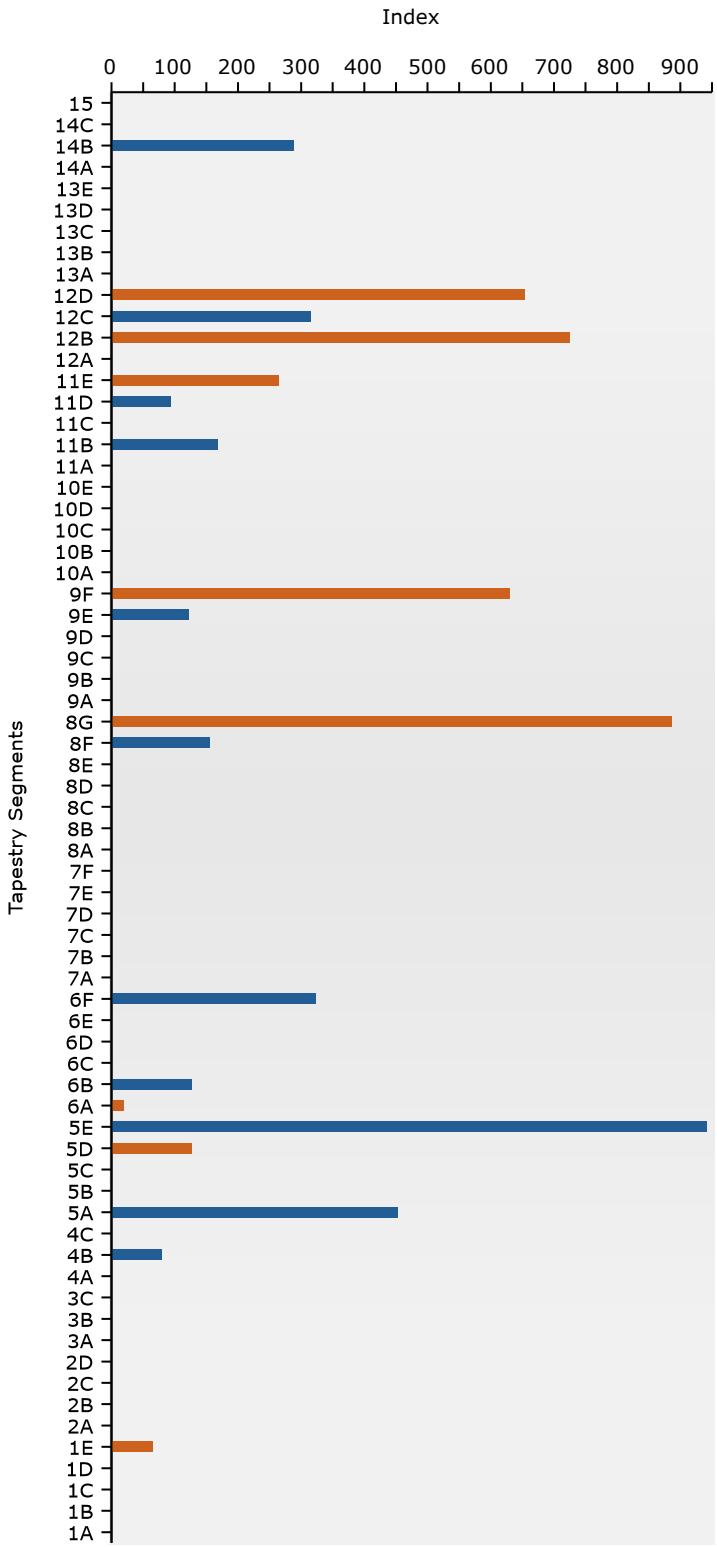
2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,660	100.0%		54,043	100.0%	
1. Affluent Estates	**394**	**1.3%**	**13**	**685**	**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)	394	1.3%	67	685	1.3%	65
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	**476**	**1.6%**	**20**	**778**	**1.4%**	**17**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	476	1.6%	92	778	1.4%	80
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**10,643**	**34.7%**	**312**	**18,868**	**34.9%**	**327**
Comfortable Empty Nesters (5A)	3,297	10.8%	445	5,883	10.9%	454
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)	791	2.6%	121	1,367	2.5%	127
Midlife Constants (5E)	6,555	21.4%	887	11,618	21.5%	942
6. Cozy Country Living	**3,400**	**11.1%**	**94**	**5,760**	**10.7%**	**93**
Green Acres (6A)	207	0.7%	20	354	0.7%	19
Salt of the Earth (6B)	1,035	3.4%	121	1,870	3.5%	127
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)	2,158	7.0%	322	3,536	6.5%	324
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	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,660	100.0%		54,043	100.0%	
8. Middle Ground	**4,085**	**13.3%**	**123**	**6,872**	**12.7%**	**126**
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)	958	3.1%	137	1,666	3.1%	155
Hometown Heritage (8G)	3,127	10.2%	876	5,206	9.6%	886
9. Senior Styles	**1,644**	**5.4%**	**93**	**3,060**	**5.7%**	**111**
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)	422	1.4%	116	685	1.3%	123
Social Security Set (9F)	1,222	4.0%	474	2,375	4.4%	630
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	**1,761**	**5.7%**	**92**	**3,019**	**5.6%**	**101**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	554	1.8%	102	1,325	2.5%	169
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	460	1.5%	108	598	1.1%	94
City Commons (11E)	747	2.4%	281	1,096	2.0%	265
12. Hometown	**7,636**	**24.9%**	**424**	**13,467**	**24.9%**	**455**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,691	12.0%	646	6,729	12.5%	726
Small Town Sincerity (12C)	1,605	5.2%	295	2,738	5.1%	316
Modest Income Homes (12D)	2,340	7.6%	625	4,000	7.4%	654
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	**621**	**2.0%**	**129**	**1,534**	**2.8%**	**128**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	621	2.0%	217	1,534	2.8%	289
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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Decatur city, IL (1718823)
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Geography: Place

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,660	100.0%		54,043	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	**3,131**	**10.2%**	**62**	**5,367**	**9.9%**	**57**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	791	2.6%	121	1,367	2.5%	127
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)	2,340	7.6%	625	4,000	7.4%	654
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	**11,802**	**38.5%**	**214**	**21,214**	**39.3%**	**235**
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)	958	3.1%	137	1,666	3.1%	155
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Total:	30,660	100.0%		54,043	100.0%	
4. Suburban Periphery	**10,722**	**35.0%**	**108**	**18,964**	**35.1%**	**105**
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	685	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)	476	1.6%	92	778	1.4%	80
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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	**3,763**	**12.3%**	**130**	**6,274**	**11.6%**	**128**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,158	7.0%	322	3,536	6.5%	324
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)	1,605	5.2%	295	2,738	5.1%	316
6. Rural	**1,242**	**4.1%**	**25**	**2,224**	**4.1%**	**25**
Green Acres (6A)	207	0.7%	20	354	0.7%	19
Salt of the Earth (6B)	1,035	3.4%	121	1,870	3.5%	127
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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