



Market Profile

Decatur city, IL (1718823)
Place

Decatur city, IL...

Population Summary	
2000 Total Population	81,678
2010 Total Population	76,122
2015 Total Population	74,111
2015 Group Quarters	3,853
2020 Total Population	72,572
2015-2020 Annual Rate	-0.42%
Household Summary	
2000 Households	34,117
2000 Average Household Size	2.30
2010 Households	32,344
2010 Average Household Size	2.23
2015 Households	31,776
2015 Average Household Size	2.21
2020 Households	31,190
2020 Average Household Size	2.20
2015-2020 Annual Rate	-0.37%
2010 Families	18,991
2010 Average Family Size	2.86
2015 Families	18,516
2015 Average Family Size	2.84
2020 Families	18,016
2020 Average Family Size	2.84
2015-2020 Annual Rate	-0.55%
Housing Unit Summary	
2000 Housing Units	37,283
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	8.5%
2010 Housing Units	36,134
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	10.5%
2015 Housing Units	36,280
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	34.2%
Vacant Housing Units	12.4%
2020 Housing Units	36,032
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	13.4%
Median Household Income	
2015	\$37,478
2020	\$41,512
Median Home Value	
2015	\$98,493
2020	\$115,967
Per Capita Income	
2015	\$23,058
2020	\$25,812
Median Age	
2010	39.0
2015	39.6
2020	40.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income

Household Income Base	31,775
<\$15,000	17.6%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	1.8%
\$200,000+	1.7%

Average Household Income \$52,522

2020 Households by Income

Household Income Base	31,189
<\$15,000	17.5%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.4%
\$200,000+	2.0%

Average Household Income \$58,796

2015 Owner Occupied Housing Units by Value

Total	19,357
<\$50,000	20.5%
\$50,000 - \$99,999	30.4%
\$100,000 - \$149,999	26.2%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	5.2%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	1.8%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.2%

Average Home Value \$115,523

2020 Owner Occupied Housing Units by Value

Total	18,918
<\$50,000	18.6%
\$50,000 - \$99,999	25.6%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.3%

Average Home Value \$156,503

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	76,122
0 - 4	6.7%
5 - 9	6.0%
10 - 14	5.7%
15 - 24	14.5%
25 - 34	12.7%
35 - 44	10.7%
45 - 54	13.9%
55 - 64	12.9%
65 - 74	7.9%
75 - 84	6.0%
85 +	3.0%
18 +	77.9%
2015 Population by Age	
Total	74,109
0 - 4	6.3%
5 - 9	6.2%
10 - 14	5.8%
15 - 24	13.6%
25 - 34	12.9%
35 - 44	11.0%
45 - 54	11.9%
55 - 64	13.8%
65 - 74	9.6%
75 - 84	5.8%
85 +	3.2%
18 +	78.5%
2020 Population by Age	
Total	72,571
0 - 4	6.2%
5 - 9	5.9%
10 - 14	6.2%
15 - 24	13.0%
25 - 34	12.4%
35 - 44	11.6%
45 - 54	10.8%
55 - 64	13.1%
65 - 74	11.2%
75 - 84	6.3%
85 +	3.2%
18 +	78.3%
2010 Population by Sex	
Males	35,642
Females	40,480
2015 Population by Sex	
Males	34,872
Females	39,237
2020 Population by Sex	
Males	34,238
Females	38,333

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	76,122
White Alone	71.6%
Black Alone	23.3%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.1%
Hispanic Origin	2.2%
Diversity Index	45.7

2015 Population by Race/Ethnicity

Total	74,111
White Alone	69.4%
Black Alone	24.6%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.5%
Hispanic Origin	2.5%
Diversity Index	48.4

2020 Population by Race/Ethnicity

Total	72,572
White Alone	67.0%
Black Alone	26.1%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	4.1%
Hispanic Origin	3.0%
Diversity Index	51.4

2010 Population by Relationship and Household Type

Total	76,122
In Households	94.9%
In Family Households	74.0%
Householder	24.9%
Spouse	15.9%
Child	27.8%
Other relative	2.8%
Nonrelative	2.6%
In Nonfamily Households	20.8%
In Group Quarters	5.1%
Institutionalized Population	2.5%
Noninstitutionalized Population	2.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment

Total	50,503
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	28.1%
GED/Alternative Credential	7.1%
Some College, No Degree	24.3%
Associate Degree	6.8%
Bachelor's Degree	13.4%
Graduate/Professional Degree	7.6%

2015 Population 15+ by Marital Status

Total	60,583
Never Married	34.1%
Married	43.8%
Widowed	7.5%
Divorced	14.7%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed	9.2%

2015 Employed Population 16+ by Industry

Total	29,662
Agriculture/Mining	1.6%
Construction	4.8%
Manufacturing	17.0%
Wholesale Trade	2.2%
Retail Trade	11.8%
Transportation/Utilities	6.8%
Information	1.9%
Finance/Insurance/Real Estate	4.6%
Services	45.1%
Public Administration	4.3%

2015 Employed Population 16+ by Occupation

Total	29,659
White Collar	53.4%
Management/Business/Financial	10.0%
Professional	18.2%
Sales	10.8%
Administrative Support	14.4%
Services	21.4%
Blue Collar	25.3%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.6%
Production	7.8%
Transportation/Material Moving	8.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	32,344
Households with 1 Person	35.2%
Households with 2+ People	64.8%
Family Households	58.7%
Husband-wife Families	37.4%
With Related Children	12.2%
Other Family (No Spouse Present)	21.3%
Other Family with Male Householder	4.4%
With Related Children	2.6%
Other Family with Female Householder	16.9%
With Related Children	12.1%
Nonfamily Households	6.0%
All Households with Children	27.4%

2010 Households by Size

Total	32,344
1 Person Household	35.2%
2 Person Household	34.3%
3 Person Household	14.0%
4 Person Household	9.5%
5 Person Household	4.3%
6 Person Household	1.6%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	32,344
Owner Occupied	63.0%
Owned with a Mortgage/Loan	38.0%
Owned Free and Clear	25.0%
Renter Occupied	37.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Traditional Living (12B)
3. Hardscrabble Road (8G)

2015 Consumer Spending

Apparel & Services: Total \$	\$51,086,620
Average Spent	\$1,607.71
Spending Potential Index	69
Computers & Accessories: Total \$	\$5,687,056
Average Spent	\$178.97
Spending Potential Index	70
Education: Total \$	\$32,382,186
Average Spent	\$1,019.08
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$74,187,142
Average Spent	\$2,334.69
Spending Potential Index	71
Food at Home: Total \$	\$120,530,084
Average Spent	\$3,793.12
Spending Potential Index	73
Food Away from Home: Total \$	\$72,470,276
Average Spent	\$2,280.66
Spending Potential Index	69
Health Care: Total \$	\$112,085,599
Average Spent	\$3,527.37
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$41,198,314
Average Spent	\$1,296.52
Spending Potential Index	70
Investments: Total \$	\$44,853,063
Average Spent	\$1,411.54
Spending Potential Index	51
Retail Goods: Total \$	\$583,019,729
Average Spent	\$18,347.80
Spending Potential Index	72
Shelter: Total \$	\$359,647,944
Average Spent	\$11,318.23
Spending Potential Index	69
TV/Video/Audio: Total \$	\$30,876,250
Average Spent	\$971.68
Spending Potential Index	74
Travel: Total \$	\$41,072,121
Average Spent	\$1,292.55
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$25,120,911
Average Spent	\$790.56
Spending Potential Index	71

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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