



Market Profile

Decatur city, IL (1718823)
 Geography: Place

Decatur city,...

Population Summary	
2000 Total Population	81,667
2010 Total Population	76,111
2018 Total Population	72,323
2018 Group Quarters	4,001
2023 Total Population	69,421
2018-2023 Annual Rate	-0.82%
2018 Total Daytime Population	84,563
Workers	44,960
Residents	39,603
Household Summary	
2000 Households	34,112
2000 Average Household Size	2.30
2010 Households	32,339
2010 Average Household Size	2.23
2018 Households	31,026
2018 Average Household Size	2.20
2023 Households	29,904
2023 Average Household Size	2.19
2018-2023 Annual Rate	-0.73%
2010 Families	18,986
2010 Average Family Size	2.86
2018 Families	17,969
2018 Average Family Size	2.85
2023 Families	17,173
2023 Average Family Size	2.85
2018-2023 Annual Rate	-0.90%
Housing Unit Summary	
2000 Housing Units	37,278
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	8.5%
2010 Housing Units	36,129
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	10.5%
2018 Housing Units	36,018
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	13.9%
2023 Housing Units	36,032
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	17.0%
Median Household Income	
2018	\$40,783
2023	\$43,259
Median Home Value	
2018	\$84,341
2023	\$91,758
Per Capita Income	
2018	\$26,826
2023	\$29,936
Median Age	
2010	39.0
2018	40.1
2023	40.8

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	31,024
<\$15,000	17.6%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	3.1%
\$200,000+	3.0%
Average Household Income	\$59,694

2023 Households by Income

Household Income Base	29,905
<\$15,000	17.1%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	3.7%
\$200,000+	3.8%
Average Household Income	\$66,606

2018 Owner Occupied Housing Units by Value

Total	19,463
<\$50,000	23.0%
\$50,000 - \$99,999	39.4%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	2.5%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$108,895

2023 Owner Occupied Housing Units by Value

Total	19,082
<\$50,000	21.2%
\$50,000 - \$99,999	34.5%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	10.4%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	2.3%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$130,775

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Decatur city,...
2010 Population by Age	
Total	76,111
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%
2018 Population by Age	
Total	72,325
0 - 4	6.1%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	13.4%
25 - 34	12.9%
35 - 44	11.1%
45 - 54	11.5%
55 - 64	13.4%
65 - 74	10.6%
75 - 84	6.0%
85 +	3.4%
18 +	79.1%
2023 Population by Age	
Total	69,417
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	13.3%
25 - 34	12.0%
35 - 44	11.8%
45 - 54	11.0%
55 - 64	12.1%
65 - 74	11.7%
75 - 84	7.0%
85 +	3.4%
18 +	79.0%
2010 Population by Sex	
Males	35,638
Females	40,473
2018 Population by Sex	
Males	34,003
Females	38,322
2023 Population by Sex	
Males	32,771
Females	36,646

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

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2010 Population by Race/Ethnicity

Total	76,111
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

2018 Population by Race/Ethnicity

Total	72,322
White Alone	68.7%
Black Alone	25.0%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.9%
Hispanic Origin	2.7%
Diversity Index	49.4

2023 Population by Race/Ethnicity

Total	69,420
White Alone	66.2%
Black Alone	26.3%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	4.7%
Hispanic Origin	3.2%
Diversity Index	52.4

2010 Population by Relationship and Household Type

Total	76,111
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	49,819
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	26.8%
GED/Alternative Credential	6.7%
Some College, No Degree	24.3%
Associate Degree	8.3%
Bachelor's Degree	14.1%
Graduate/Professional Degree	8.1%
2018 Population 15+ by Marital Status	
Total	59,535
Never Married	36.0%
Married	41.0%
Widowed	7.4%
Divorced	15.6%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	93.0%
Civilian Unemployed (Unemployment Rate)	7.0%
2018 Employed Population 16+ by Industry	
Total	32,707
Agriculture/Mining	0.9%
Construction	5.7%
Manufacturing	15.1%
Wholesale Trade	2.0%
Retail Trade	12.1%
Transportation/Utilities	7.4%
Information	1.4%
Finance/Insurance/Real Estate	5.0%
Services	46.2%
Public Administration	4.2%
2018 Employed Population 16+ by Occupation	
Total	32,705
White Collar	53.9%
Management/Business/Financial	10.2%
Professional	19.4%
Sales	10.1%
Administrative Support	14.0%
Services	22.8%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	3.3%
Production	7.4%
Transportation/Material Moving	8.2%
2010 Population By Urban/ Rural Status	
Total Population	76,111
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 18, 2018



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2010 Households by Type	
Total	32,339
Households with 1 Person	35.3%
Households with 2+ People	64.7%
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%
Multigenerational Households	3.0%
Unmarried Partner Households	7.2%
Male-female	6.6%
Same-sex	0.6%
2010 Households by Size	
Total	32,339
1 Person Household	35.3%
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	32,339
Owner Occupied	63.0%
Owned with a Mortgage/Loan	38.0%
Owned Free and Clear	25.0%
Renter Occupied	37.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,129
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%

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 2018 and 2023 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)

2018 Consumer Spending

Apparel & Services: Total \$	\$47,959,151
Average Spent	\$1,545.77
Spending Potential Index	71
Education: Total \$	\$31,306,876
Average Spent	\$1,009.05
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$73,096,065
Average Spent	\$2,355.96
Spending Potential Index	73
Food at Home: Total \$	\$116,250,437
Average Spent	\$3,746.87
Spending Potential Index	75
Food Away from Home: Total \$	\$78,061,762
Average Spent	\$2,516.01
Spending Potential Index	72
Health Care: Total \$	\$134,626,909
Average Spent	\$4,339.16
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$46,608,095
Average Spent	\$1,502.23
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$18,300,332
Average Spent	\$589.84
Spending Potential Index	71
Shelter: Total \$	\$371,555,995
Average Spent	\$11,975.63
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,412,752
Average Spent	\$1,786.01
Spending Potential Index	72
Travel: Total \$	\$45,248,302
Average Spent	\$1,458.40
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$24,615,949
Average Spent	\$793.40
Spending Potential Index	74

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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