



Market Profile

Decatur city, IL (1718823)
 Geography: Place

Decatur city,...

Population Summary	
2000 Total Population	81,726
2010 Total Population	76,167
2019 Total Population	71,919
2019 Group Quarters	4,001
2024 Total Population	69,177
2019-2024 Annual Rate	-0.77%
2019 Total Daytime Population	83,553
Workers	43,316
Residents	40,237
Household Summary	
2000 Households	34,132
2000 Average Household Size	2.30
2010 Households	32,359
2010 Average Household Size	2.23
2019 Households	30,882
2019 Average Household Size	2.20
2024 Households	29,827
2024 Average Household Size	2.19
2019-2024 Annual Rate	-0.69%
2010 Families	19,000
2010 Average Family Size	2.86
2019 Families	17,833
2019 Average Family Size	2.84
2024 Families	17,074
2024 Average Family Size	2.83
2019-2024 Annual Rate	-0.87%
Housing Unit Summary	
2000 Housing Units	37,299
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	8.5%
2010 Housing Units	36,149
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	10.5%
2019 Housing Units	35,507
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	13.0%
2024 Housing Units	35,510
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	16.0%
Median Household Income	
2019	\$44,773
2024	\$50,053
Median Home Value	
2019	\$92,821
2024	\$104,525
Per Capita Income	
2019	\$26,160
2024	\$29,312
Median Age	
2010	39.0
2019	40.3
2024	41.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	30,880
<\$15,000	16.6%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	3.2%
\$200,000+	2.6%
Average Household Income	\$60,912

2024 Households by Income

Household Income Base	29,827
<\$15,000	15.1%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	4.1%
\$200,000+	3.0%
Average Household Income	\$68,022

2019 Owner Occupied Housing Units by Value

Total	21,684
<\$50,000	20.3%
\$50,000 - \$99,999	34.7%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	11.9%
\$200,000 - \$249,999	3.1%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	3.2%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$126,292

2024 Owner Occupied Housing Units by Value

Total	21,158
<\$50,000	18.4%
\$50,000 - \$99,999	29.8%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	12.7%
\$200,000 - \$249,999	3.9%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$151,952

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	76,167
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%
2019 Population by Age	
Total	71,921
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.8%
15 - 24	13.2%
25 - 34	12.8%
35 - 44	11.3%
45 - 54	11.2%
55 - 64	13.3%
65 - 74	10.8%
75 - 84	6.2%
85 +	3.4%
18 +	79.1%
2024 Population by Age	
Total	69,180
0 - 4	6.0%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	13.3%
25 - 34	11.8%
35 - 44	11.9%
45 - 54	11.0%
55 - 64	11.9%
65 - 74	11.8%
75 - 84	7.3%
85 +	3.4%
18 +	79.1%
2010 Population by Sex	
Males	35,663
Females	40,504
2019 Population by Sex	
Males	33,857
Females	38,064
2024 Population by Sex	
Males	32,675
Females	36,505

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

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2010 Population by Race/Ethnicity

Total	76,167
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

2019 Population by Race/Ethnicity

Total	71,919
White Alone	68.1%
Black Alone	25.3%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	4.1%
Hispanic Origin	2.8%
Diversity Index	50.0

2024 Population by Race/Ethnicity

Total	69,177
White Alone	65.7%
Black Alone	26.6%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	4.8%
Hispanic Origin	3.3%
Diversity Index	52.9

2010 Population by Relationship and Household Type

Total	76,167
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment

Total	49,721
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	27.3%
GED/Alternative Credential	6.7%
Some College, No Degree	24.3%
Associate Degree	8.6%
Bachelor's Degree	13.4%
Graduate/Professional Degree	8.5%

2019 Population 15+ by Marital Status

Total	59,204
Never Married	36.2%
Married	41.3%
Widowed	7.6%
Divorced	14.9%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed (Unemployment Rate)	9.2%

2019 Employed Population 16+ by Industry

Total	31,599
Agriculture/Mining	0.9%
Construction	4.6%
Manufacturing	15.5%
Wholesale Trade	1.7%
Retail Trade	12.5%
Transportation/Utilities	7.9%
Information	1.9%
Finance/Insurance/Real Estate	4.6%
Services	46.9%
Public Administration	3.5%

2019 Employed Population 16+ by Occupation

Total	31,600
White Collar	52.2%
Management/Business/Financial	9.7%
Professional	18.5%
Sales	10.4%
Administrative Support	13.6%
Services	23.6%
Blue Collar	24.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	3.4%
Production	8.0%
Transportation/Material Moving	9.2%

2010 Population By Urban/ Rural Status

Total Population	76,167
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 02, 2019



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2010 Households by Type

Total	32,359
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%
Multigenerational Households	3.0%
Unmarried Partner Households	7.2%
Male-female	6.6%
Same-sex	0.6%

2010 Households by Size

Total	32,359
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	32,359
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	36,149
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 2019 and 2024 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)

2019 Consumer Spending

Apparel & Services: Total \$	\$46,204,703
Average Spent	\$1,496.17
Spending Potential Index	70
Education: Total \$	\$32,925,076
Average Spent	\$1,066.16
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$71,950,794
Average Spent	\$2,329.86
Spending Potential Index	71
Food at Home: Total \$	\$115,967,366
Average Spent	\$3,755.18
Spending Potential Index	73
Food Away from Home: Total \$	\$79,637,531
Average Spent	\$2,578.77
Spending Potential Index	70
Health Care: Total \$	\$137,634,866
Average Spent	\$4,456.80
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$46,279,619
Average Spent	\$1,498.60
Spending Potential Index	70
Personal Care Products & Services: Total \$	\$19,370,371
Average Spent	\$627.24
Spending Potential Index	71
Shelter: Total \$	\$394,521,352
Average Spent	\$12,775.12
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$54,870,101
Average Spent	\$1,776.77
Spending Potential Index	72
Travel: Total \$	\$46,000,639
Average Spent	\$1,489.56
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$25,971,113
Average Spent	\$840.98
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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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