



Market Profile

Decatur city, IL (1718823)

Geography: Place

Decatur city,...

Population Summary

2000 Total Population	81,730
2010 Total Population	76,171
2020 Total Population	71,548
2020 Group Quarters	3,805
2025 Total Population	68,680
2020-2025 Annual Rate	-0.81%
2020 Total Daytime Population	78,127
Workers	36,315
Residents	41,812

Household Summary

2000 Households	34,133
2000 Average Household Size	2.30
2010 Households	32,360
2010 Average Household Size	2.23
2020 Households	30,910
2020 Average Household Size	2.19
2025 Households	29,806
2025 Average Household Size	2.18
2020-2025 Annual Rate	-0.72%
2010 Families	19,001
2010 Average Family Size	2.86
2020 Families	17,828
2020 Average Family Size	2.82
2025 Families	17,049
2025 Average Family Size	2.81
2020-2025 Annual Rate	-0.89%

Housing Unit Summary

2000 Housing Units	37,300
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	8.5%
2010 Housing Units	36,150
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	10.5%
2020 Housing Units	35,445
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	32.5%
Vacant Housing Units	12.8%
2025 Housing Units	35,450
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	15.9%

Median Household Income

2020	\$43,276
2025	\$44,799

Median Home Value

2020	\$87,791
2025	\$95,940

Per Capita Income

2020	\$25,834
2025	\$27,669

Median Age

2010	39.0
2020	40.4
2025	41.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	Count	Percentage
<\$15,000	30,910	15.9%
\$15,000 - \$24,999		12.5%
\$25,000 - \$34,999		10.9%
\$35,000 - \$49,999		16.8%
\$50,000 - \$74,999		17.5%
\$75,000 - \$99,999		10.6%
\$100,000 - \$149,999		10.6%
\$150,000 - \$199,999		2.9%
\$200,000+		2.3%
Average Household Income	\$59,799	

2025 Households by Income

Household Income Base	Count	Percentage
<\$15,000	29,805	15.0%
\$15,000 - \$24,999		12.2%
\$25,000 - \$34,999		10.8%
\$35,000 - \$49,999		16.5%
\$50,000 - \$74,999		17.8%
\$75,000 - \$99,999		10.9%
\$100,000 - \$149,999		11.2%
\$150,000 - \$199,999		3.1%
\$200,000+		2.4%
Average Household Income	\$63,808	

2020 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	19,383	24.2%
\$50,000 - \$99,999		34.1%
\$100,000 - \$149,999		19.0%
\$150,000 - \$199,999		11.1%
\$200,000 - \$249,999		2.8%
\$250,000 - \$299,999		2.5%
\$300,000 - \$399,999		2.6%
\$400,000 - \$499,999		2.2%
\$500,000 - \$749,999		0.8%
\$750,000 - \$999,999		0.3%
\$1,000,000 - \$1,499,999		0.2%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.2%
Average Home Value	\$120,917	

2025 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	18,763	22.0%
\$50,000 - \$99,999		30.5%
\$100,000 - \$149,999		18.2%
\$150,000 - \$199,999		12.6%
\$200,000 - \$249,999		3.6%
\$250,000 - \$299,999		3.5%
\$300,000 - \$399,999		4.1%
\$400,000 - \$499,999		3.4%
\$500,000 - \$749,999		1.3%
\$750,000 - \$999,999		0.4%
\$1,000,000 - \$1,499,999		0.3%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.2%
Average Home Value	\$141,060	

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age

Total	76,171
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%

2020 Population by Age

Total	71,550
0 - 4	6.0%
5 - 9	5.8%
10 - 14	5.7%
15 - 24	13.3%
25 - 34	12.6%
35 - 44	11.5%
45 - 54	11.1%
55 - 64	13.3%
65 - 74	11.0%
75 - 84	6.2%
85 +	3.4%
18 +	79.2%

2025 Population by Age

Total	68,680
0 - 4	6.0%
5 - 9	5.7%
10 - 14	5.8%
15 - 24	13.4%
25 - 34	11.5%
35 - 44	12.1%
45 - 54	11.0%
55 - 64	11.7%
65 - 74	12.0%
75 - 84	7.4%
85 +	3.4%
18 +	79.2%

2010 Population by Sex

Males	35,664
Females	40,507

2020 Population by Sex

Males	33,686
Females	37,864

2025 Population by Sex

Males	32,422
Females	36,258

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

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2010 Population by Race/Ethnicity

Total	76,171
White Alone	71.6%
Black Alone	23.2%
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

2020 Population by Race/Ethnicity

Total	71,548
White Alone	68.0%
Black Alone	25.4%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	4.2%
Hispanic Origin	2.8%
Diversity Index	50.3

2025 Population by Race/Ethnicity

Total	68,680
White Alone	65.7%
Black Alone	26.5%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	5.0%
Hispanic Origin	3.3%
Diversity Index	53.0

2010 Population by Relationship and Household Type

Total	76,171
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment

Total	49,443
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	27.4%
GED/Alternative Credential	7.5%
Some College, No Degree	24.3%
Associate Degree	8.8%
Bachelor's Degree	12.6%
Graduate/Professional Degree	8.1%

2020 Population 15+ by Marital Status

Total	58,959
Never Married	36.0%
Married	41.0%
Widowed	7.8%
Divorced	15.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	34,810
Population 16+ Employed	84.4%
Population 16+ Unemployment rate	15.6%
Population 16-24 Employed	14.7%
Population 16-24 Unemployment rate	27.2%
Population 25-54 Employed	61.5%
Population 25-54 Unemployment rate	14.2%
Population 55-64 Employed	16.5%
Population 55-64 Unemployment rate	11.2%
Population 65+ Employed	7.2%
Population 65+ Unemployment rate	9.1%

2020 Employed Population 16+ by Industry

Total	29,381
Agriculture/Mining	1.0%
Construction	5.0%
Manufacturing	16.2%
Wholesale Trade	1.6%
Retail Trade	12.2%
Transportation/Utilities	8.3%
Information	1.7%
Finance/Insurance/Real Estate	4.8%
Services	46.0%
Public Administration	3.3%

2020 Employed Population 16+ by Occupation

Total	29,379
White Collar	54.0%
Management/Business/Financial	10.2%
Professional	19.8%
Sales	10.0%
Administrative Support	14.0%
Services	21.2%
Blue Collar	24.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.2%
Production	8.1%
Transportation/Material Moving	9.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	32,360
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	27.5%

2010 Households by Size

Multigenerational Households	3.0%
Unmarried Partner Households	7.2%
Male-female	6.6%
Same-sex	0.6%

2010 Households by Size

Total	32,360
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	32,360
Owner Occupied	63.0%
Owned with a Mortgage/Loan	38.0%
Owned Free and Clear	25.0%
Renter Occupied	37.0%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	232
Percent of Income for Mortgage	8.5%
Wealth Index	62

2010 Housing Units By Urban/ Rural Status

Total Housing Units	36,150
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%

2010 Population By Urban/ Rural Status

Total Population	76,171
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	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 2020 and 2025 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)

2020 Consumer Spending

Apparel & Services: Total \$	\$44,552,289
Average Spent	\$1,441.36
Spending Potential Index	67
Education: Total \$	\$34,880,729
Average Spent	\$1,128.46
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$68,953,036
Average Spent	\$2,230.77
Spending Potential Index	69
Food at Home: Total \$	\$113,652,397
Average Spent	\$3,676.88
Spending Potential Index	69
Food Away from Home: Total \$	\$77,901,024
Average Spent	\$2,520.25
Spending Potential Index	67
Health Care: Total \$	\$127,008,694
Average Spent	\$4,108.98
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$45,811,748
Average Spent	\$1,482.10
Spending Potential Index	68
Personal Care Products & Services: Total \$	\$19,451,367
Average Spent	\$629.29
Spending Potential Index	68
Shelter: Total \$	\$389,164,553
Average Spent	\$12,590.25
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,252,875
Average Spent	\$1,593.43
Spending Potential Index	68
Travel: Total \$	\$47,608,740
Average Spent	\$1,540.24
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$25,519,630
Average Spent	\$825.61
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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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