



Market Profile

Decatur city, IL (1718823)
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Geography: Place

Decatur city,...

Population Summary	
2000 Total Population	81,730
2010 Total Population	76,171
2021 Total Population	71,463
2021 Group Quarters	3,806
2026 Total Population	68,549
2021-2026 Annual Rate	-0.83%
2021 Total Daytime Population	78,469
Workers	36,588
Residents	41,881
Household Summary	
2000 Households	34,133
2000 Average Household Size	2.30
2010 Households	32,360
2010 Average Household Size	2.23
2021 Households	30,918
2021 Average Household Size	2.19
2026 Households	29,792
2026 Average Household Size	2.17
2021-2026 Annual Rate	-0.74%
2010 Families	19,001
2010 Average Family Size	2.86
2021 Families	17,706
2021 Average Family Size	2.83
2026 Families	16,935
2026 Average Family Size	2.82
2021-2026 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%
2021 Housing Units	35,524
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	13.0%
2026 Housing Units	35,312
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	15.6%
Median Household Income	
2021	\$42,903
2026	\$46,162
Median Home Value	
2021	\$94,894
2026	\$128,937
Per Capita Income	
2021	\$25,484
2026	\$28,300
Median Age	
2010	39.0
2021	40.7
2026	41.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income

Household Income Base	30,918
<\$15,000	19.8%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.1%
\$200,000+	2.6%
Average Household Income	\$58,734

2026 Households by Income

Household Income Base	29,791
<\$15,000	18.4%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	2.6%
\$200,000+	2.9%
Average Household Income	\$64,988

2021 Owner Occupied Housing Units by Value

Total	20,026
<\$50,000	19.7%
\$50,000 - \$99,999	33.7%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	4.3%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$129,040

2026 Owner Occupied Housing Units by Value

Total	19,663
<\$50,000	14.3%
\$50,000 - \$99,999	25.3%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	14.1%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.4%
Average Home Value	\$172,700

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 2021 and 2026 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%

2021 Population by Age

Total	71,464
0 - 4	5.9%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	12.9%
25 - 34	12.7%
35 - 44	11.6%
45 - 54	10.7%
55 - 64	13.2%
65 - 74	11.4%
75 - 84	6.5%
85 +	3.5%
18 +	79.3%

2026 Population by Age

Total	68,552
0 - 4	5.9%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	13.1%
25 - 34	11.4%
35 - 44	12.2%
45 - 54	10.9%
55 - 64	11.4%
65 - 74	12.2%
75 - 84	7.8%
85 +	3.5%
18 +	79.2%

2010 Population by Sex

Males	35,664
Females	40,507

2021 Population by Sex

Males	33,663
Females	37,801

2026 Population by Sex

Males	32,338
Females	36,214

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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

2021 Population by Race/Ethnicity

Total	71,463
White Alone	67.5%
Black Alone	25.7%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	4.3%
Hispanic Origin	2.9%
Diversity Index	50.7

2026 Population by Race/Ethnicity

Total	68,549
White Alone	65.2%
Black Alone	27.0%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	5.1%
Hispanic Origin	3.4%
Diversity Index	53.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment

Total	49,694
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	28.8%
GED/Alternative Credential	7.4%
Some College, No Degree	23.7%
Associate Degree	8.5%
Bachelor's Degree	12.8%
Graduate/Professional Degree	7.6%

2021 Population 15+ by Marital Status

Total	58,946
Never Married	37.4%
Married	39.7%
Widowed	7.5%
Divorced	15.4%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	33,127
Population 16+ Employed	88.2%
Population 16+ Unemployment rate	11.8%
Population 16-24 Employed	16.5%
Population 16-24 Unemployment rate	13.9%
Population 25-54 Employed	57.3%
Population 25-54 Unemployment rate	12.9%
Population 55-64 Employed	18.0%
Population 55-64 Unemployment rate	10.3%
Population 65+ Employed	8.2%
Population 65+ Unemployment rate	2.2%

2021 Employed Population 16+ by Industry

Total	29,210
Agriculture/Mining	0.9%
Construction	4.8%
Manufacturing	15.4%
Wholesale Trade	1.6%
Retail Trade	13.0%
Transportation/Utilities	8.9%
Information	1.5%
Finance/Insurance/Real Estate	4.9%
Services	45.2%
Public Administration	3.8%

2021 Employed Population 16+ by Occupation

Total	29,210
White Collar	54.9%
Management/Business/Financial	12.7%
Professional	21.4%
Sales	9.4%
Administrative Support	11.5%
Services	19.3%
Blue Collar	25.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.0%
Production	7.1%
Transportation/Material Moving	11.8%

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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%
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%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	211
Percent of Income for Mortgage	9.3%
Wealth Index	58
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 2021 and 2026 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.	Hometown Heritage (8G)

2021 Consumer Spending

Apparel & Services: Total \$	\$42,714,111
Average Spent	\$1,381.53
Spending Potential Index	65
Education: Total \$	\$31,066,901
Average Spent	\$1,004.82
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$66,092,453
Average Spent	\$2,137.67
Spending Potential Index	66
Food at Home: Total \$	\$111,700,499
Average Spent	\$3,612.80
Spending Potential Index	66
Food Away from Home: Total \$	\$74,997,889
Average Spent	\$2,425.70
Spending Potential Index	64
Health Care: Total \$	\$133,210,890
Average Spent	\$4,308.52
Spending Potential Index	69
HH Furnishings & Equipment: Total \$	\$44,847,224
Average Spent	\$1,450.52
Spending Potential Index	64
Personal Care Products & Services: Total \$	\$18,174,303
Average Spent	\$587.82
Spending Potential Index	65
Shelter: Total \$	\$388,084,773
Average Spent	\$12,552.07
Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,539,476
Average Spent	\$1,505.26
Spending Potential Index	63
Travel: Total \$	\$47,729,314
Average Spent	\$1,543.74
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$23,241,861
Average Spent	\$751.73
Spending Potential Index	68

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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