



Market Profile

Decatur city, IL (1718823)
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 Geography: Place

Decatur city,...

Population Summary	
2010 Total Population	76,915
2020 Total Population	70,776
2020 Group Quarters	2,832
2023 Total Population	69,667
2023 Group Quarters	2,832
2028 Total Population	68,007
2023-2028 Annual Rate	-0.48%
2023 Total Daytime Population	80,303
Workers	39,638
Residents	40,665
Household Summary	
2010 Households	32,715
2010 Average Household Size	2.23
2020 Total Households	31,269
2020 Average Household Size	2.17
2023 Households	30,900
2023 Average Household Size	2.16
2028 Households	30,546
2028 Average Household Size	2.13
2023-2028 Annual Rate	-0.23%
2010 Families	19,380
2010 Average Family Size	2.85
2023 Families	17,248
2023 Average Family Size	2.85
2028 Families	16,976
2028 Average Family Size	2.82
2023-2028 Annual Rate	-0.32%
Housing Unit Summary	
2000 Housing Units	37,680
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	8.4%
2010 Housing Units	36,526
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	10.4%
2020 Housing Units	35,528
Vacant Housing Units	12.0%
2023 Housing Units	35,354
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	12.6%
2028 Housing Units	35,019
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	12.8%
Median Household Income	
2023	\$41,950
2028	\$45,500
Median Home Value	
2023	\$97,759
2028	\$142,331
Per Capita Income	
2023	\$28,447
2028	\$32,514
Median Age	
2010	39.2
2023	41.3
2028	42.1

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income

Household Income Base	30,900
<\$15,000	18.4%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	19.9%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	2.6%
\$200,000+	2.9%
Average Household Income	\$63,846

2028 Households by Income

Household Income Base	30,546
<\$15,000	17.6%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	3.2%
\$200,000+	3.5%
Average Household Income	\$72,095

2023 Owner Occupied Housing Units by Value

Total	19,972
<\$50,000	21.9%
\$50,000 - \$99,999	29.4%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	15.2%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$121,973

2028 Owner Occupied Housing Units by Value

Total	20,107
<\$50,000	16.9%
\$50,000 - \$99,999	20.0%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	9.3%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$161,722

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	76,915
0 - 4	6.6%
5 - 9	6.0%
10 - 14	5.8%
15 - 24	14.5%
25 - 34	12.6%
35 - 44	10.8%
45 - 54	14.0%
55 - 64	13.0%
65 - 74	8.0%
75 - 84	5.9%
85 +	2.9%
18 +	77.9%
2023 Population by Age	
Total	69,667
0 - 4	5.8%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	12.3%
25 - 34	12.6%
35 - 44	12.0%
45 - 54	10.6%
55 - 64	13.0%
65 - 74	12.1%
75 - 84	7.0%
85 +	3.0%
18 +	79.4%
2028 Population by Age	
Total	68,007
0 - 4	5.8%
5 - 9	5.7%
10 - 14	5.8%
15 - 24	12.6%
25 - 34	11.1%
35 - 44	12.4%
45 - 54	11.1%
55 - 64	11.2%
65 - 74	12.6%
75 - 84	8.2%
85 +	3.3%
18 +	79.3%
2010 Population by Sex	
Males	36,114
Females	40,801
2023 Population by Sex	
Males	33,437
Females	36,230
2028 Population by Sex	
Males	32,628
Females	35,379

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity	
Total	76,915
White Alone	72.0%
Black Alone	22.9%
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	45.3
2020 Population by Race/Ethnicity	
Total	70,776
White Alone	63.8%
Black Alone	26.5%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	6.7%
Hispanic Origin	3.1%
Diversity Index	54.7
2023 Population by Race/Ethnicity	
Total	69,667
White Alone	63.2%
Black Alone	26.6%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	7.0%
Hispanic Origin	3.2%
Diversity Index	55.4
2028 Population by Race/Ethnicity	
Total	68,007
White Alone	61.3%
Black Alone	27.4%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	7.9%
Hispanic Origin	3.4%
Diversity Index	57.2
2010 Population by Relationship and Household Type	
Total	76,915
In Households	95.0%
In Family Households	74.5%
Householder	25.1%
Spouse	16.1%
Child	27.9%
Other relative	2.7%
Nonrelative	2.6%
In Nonfamily Households	20.5%
In Group Quarters	5.0%
Institutionalized Population	2.4%
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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Population 25+ by Educational Attainment	
Total	49,001
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	31.3%
GED/Alternative Credential	7.1%
Some College, No Degree	21.6%
Associate Degree	8.8%
Bachelor's Degree	14.1%
Graduate/Professional Degree	7.9%
2023 Population 15+ by Marital Status	
Total	57,579
Never Married	36.3%
Married	43.0%
Widowed	7.7%
Divorced	13.0%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	31,582
Population 16+ Employed	92.1%
Population 16+ Unemployment rate	7.9%
Population 16-24 Employed	13.9%
Population 16-24 Unemployment rate	15.0%
Population 25-54 Employed	58.5%
Population 25-54 Unemployment rate	8.0%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	4.2%
Population 65+ Employed	8.7%
Population 65+ Unemployment rate	2.5%
2023 Employed Population 16+ by Industry	
Total	29,074
Agriculture/Mining	1.4%
Construction	4.2%
Manufacturing	18.3%
Wholesale Trade	1.6%
Retail Trade	10.2%
Transportation/Utilities	5.9%
Information	1.6%
Finance/Insurance/Real Estate	5.3%
Services	46.5%
Public Administration	4.9%
2023 Employed Population 16+ by Occupation	
Total	29,074
White Collar	53.2%
Management/Business/Financial	12.1%
Professional	21.4%
Sales	8.3%
Administrative Support	11.4%
Services	19.4%
Blue Collar	27.4%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	3.1%
Production	9.9%
Transportation/Material Moving	10.4%

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July 11, 2023



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2010 Households by Type	
Total	32,714
Households with 1 Person	34.8%
Households with 2+ People	65.2%
Family Households	59.2%
Husband-wife Families	38.1%
With Related Children	12.5%
Other Family (No Spouse Present)	21.1%
Other Family with Male Householder	4.5%
With Related Children	2.6%
Other Family with Female Householder	16.7%
With Related Children	11.9%
Nonfamily Households	5.9%
All Households with Children	27.6%
Multigenerational Households	3.0%
Unmarried Partner Households	7.3%
Male-female	6.7%
Same-sex	0.6%
2010 Households by Size	
Total	32,714
1 Person Household	34.8%
2 Person Household	34.4%
3 Person Household	14.0%
4 Person Household	9.7%
5 Person Household	4.3%
6 Person Household	1.6%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	32,715
Owner Occupied	63.8%
Owned with a Mortgage/Loan	38.5%
Owned Free and Clear	25.3%
Renter Occupied	36.2%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	149
Percent of Income for Mortgage	14.0%
Wealth Index	53
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,526
Housing Units Inside Urbanized Area	98.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%
2010 Population By Urban/ Rural Status	
Total Population	76,915
Population Inside Urbanized Area	98.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.4%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Traditional Living (12B)
3. Comfortable Empty Nesters (5A)

2023 Consumer Spending

Apparel & Services: Total \$	\$41,437,596
Average Spent	\$1,341.02
Spending Potential Index	61
Education: Total \$	\$30,472,853
Average Spent	\$986.18
Spending Potential Index	55
Entertainment/Recreation: Total \$	\$71,767,324
Average Spent	\$2,322.57
Spending Potential Index	61
Food at Home: Total \$	\$129,765,554
Average Spent	\$4,199.53
Spending Potential Index	62
Food Away from Home: Total \$	\$68,774,973
Average Spent	\$2,225.73
Spending Potential Index	60
Health Care: Total \$	\$147,107,577
Average Spent	\$4,760.76
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$54,971,284
Average Spent	\$1,779.01
Spending Potential Index	60
Personal Care Products & Services: Total \$	\$17,815,527
Average Spent	\$576.55
Spending Potential Index	60
Shelter: Total \$	\$451,554,863
Average Spent	\$14,613.43
Spending Potential Index	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$58,229,270
Average Spent	\$1,884.44
Spending Potential Index	60
Travel: Total \$	\$40,565,770
Average Spent	\$1,312.81
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$25,501,324
Average Spent	\$825.29
Spending Potential Index	63

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.