Market Profile

Decatur city, IL (1718823)
Decatur city, IL (1718823)
Geography: Place

	Decatur city,...
Population Summary	
2010 Total Population	76,946
2020 Total Population	70,790
2020 Group Quarters	2,832
2025 Total Population	67,535
2025 Group Quarters	2,844
2030 Total Population	65,283
2025-2030 Annual Rate	-0.68%
2025 Total Daytime Population	78,913
Workers	39,249
Residents	39,664
Household Summary	
2010 Households	32,684
2010 Average Household Size	2.23
2020 Total Households	31,277
2020 Average Household Size	2.17
2025 Households	30,655
2025 Average Household Size	2.11
2030 Households	30,182
2030 Average Household Size	2.07
2025-2030 Annual Rate	-0.31%
2010 Families	19,233
2010 Average Family Size	2.86
2025 Families	16,310
2025 Average Family Size	2.90
2030 Families	15,939
2030 Average Family Size	2.84
2025-2030 Annual Rate	-0.46%
Housing Unit Summary	
2000 Housing Units	37,687
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	8.4%
2010 Housing Units	36,491
Owner Occupied Housing Units	56.7%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	10.4%
2020 Housing Units	35,536
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	12.0%
2025 Housing Units	35,292
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	13.1%
2030 Housing Units	34,902
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	13.5%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income	
Household Income Base	30,655
<$15,000	13.5%
$15,000 - $24,999	9.1%
$25,000 - $34,999	10.1%
$35,000 - $49,999	17.5%
$50,000 - $74,999	16.8%
$75,000 - $99,999	11.4%
$100,000 - $149,999	10.2%
$150,000 - $199,999	6.1%
$200,000+	5.3%
Average Household Income	$72,193
2030 Households by Income	
Household Income Base	30,182
<$15,000	12.9%
$15,000 - $24,999	7.6%
$25,000 - $34,999	8.9%
$35,000 - $49,999	16.9%
$50,000 - $74,999	16.5%
$75,000 - $99,999	11.8%
$100,000 - $149,999	11.5%
$150,000 - $199,999	7.3%
$200,000+	6.7%
Average Household Income	$79,091
2025 Owner Occupied Housing Units by Value	
Total	19,034
<$50,000	18.9%
$50,000 - $99,999	31.1%
$100,000 - $149,999	18.1%
$150,000 - $199,999	13.8%
$200,000 - $249,999	6.4%
$250,000 - $299,999	3.5%
$300,000 - $399,999	3.5%
$400,000 - $499,999	1.9%
$500,000 - $749,999	2.3%
$750,000 - $999,999	0.3%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$138,333
2030 Owner Occupied Housing Units by Value	
Total	19,330
<$50,000	21.1%
$50,000 - $99,999	23.5%
$100,000 - $149,999	15.2%
$150,000 - $199,999	13.5%
$200,000 - $249,999	7.8%
$250,000 - $299,999	5.0%
$300,000 - $399,999	6.3%
$400,000 - $499,999	3.3%
$500,000 - $749,999	3.8%
$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 +	0.0%
Average Home Value	$162,838

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Decatur city,...
Median Household Income	
2025	$49,703
2030	$56,016
Median Home Value	
2025	$99,920
2030	$115,735
Per Capita Income	
2025	$32,892
2030	$36,693
Median Age	
2010	39.1
2020	40.3
2025	40.9
2030	42.0
2020 Population by Age	
Total	70,790
0 - 4	6.3%
5 - 9	5.9%
10 - 14	6.0%
15 - 24	12.8%
25 - 34	12.7%
35 - 44	11.8%
45 - 54	10.8%
55 - 64	13.7%
65 - 74	11.4%
75 - 84	5.8%
85 +	2.8%
18 +	78.4%
2025 Population by Age	
Total	67,535
0 - 4	6.0%
5 - 9	6.2%
10 - 14	5.5%
15 - 24	12.6%
25 - 34	12.5%
35 - 44	12.2%
45 - 54	11.1%
55 - 64	11.7%
65 - 74	12.3%
75 - 84	7.1%
85 +	2.7%
18 +	78.8%
2030 Population by Age	
Total	65,283
0 - 4	5.8%
5 - 9	5.6%
10 - 14	5.8%
15 - 24	12.4%
25 - 34	11.5%
35 - 44	12.5%
45 - 54	11.8%
55 - 64	10.6%
65 - 74	12.0%
75 - 84	8.7%
85 +	3.2%
18 +	79.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Decatur city,...
2020 Population by Sex	
Males	33,545
Females	37,245
2025 Population by Sex	
Males	32,580
Females	34,955
2030 Population by Sex	
Males	31,312
Females	33,971
2010 Population by Race/Ethnicity	
Total	76,946
White Alone	71.9%
Black Alone	23.0%
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	70,790
White Alone	63.7%
Black Alone	26.5%
American Indian Alone	0.3%
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
2025 Population by Race/Ethnicity	
Total	67,535
White Alone	62.1%
Black Alone	27.1%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	7.4%
Hispanic Origin	3.5%
Diversity Index	56.7
2030 Population by Race/Ethnicity	
Total	65,283
White Alone	60.4%
Black Alone	27.9%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	7.9%
Hispanic Origin	3.8%
Diversity Index	58.3

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Decatur city,...
2020 Population by Relationship and Household Type	
Total	70,790
In Households	96.0%
Householder	44.2%
Opposite-Sex Spouse	14.1%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	3.4%
Same-Sex Unmarried Partner	0.1%
Biological Child	24.0%
Adopted Child	0.6%
Stepchild	1.1%
Grandchild	2.3%
Brother or Sister	1.0%
Parent	0.8%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	1.0%
Foster Child	0.3%
Other Nonrelatives	2.7%
In Group Quarters	4.0%
Institutionalized	1.9%
Noninstitutionalized	2.1%
2025 Population 25+ by Educational Attainment	
Total	47,038
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	5.7%
High School Graduate	35.2%
GED/Alternative Credential	6.8%
Some College, No Degree	19.9%
Associate Degree	8.4%
Bachelor's Degree	14.6%
Graduate/Professional Degree	7.5%
2025 Population 15+ by Marital Status	
Total	55,577
Never Married	38.4%
Married	41.8%
Widowed	7.8%
Divorced	12.0%
2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	30,143
Population 16+ Employed	92.7%
Population 16+ Unemployment rate	7.3%
Population 16-24 Employed	13.7%
Population 16-24 Unemployment rate	14.2%
Population 25-54 Employed	61.4%
Population 25-54 Unemployment rate	7.2%
Population 55-64 Employed	17.0%
Population 55-64 Unemployment rate	3.9%
Population 65+ Employed	7.9%
Population 65+ Unemployment rate	2.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Decatur city,...
2025 Employed Population 16+ by Industry	
Total	27,928
Agriculture/Mining	1.5%
Construction	4.1%
Manufacturing	17.4%
Wholesale Trade	1.6%
Retail Trade	10.3%
Transportation/Utilities	5.7%
Information	1.5%
Finance/Insurance/Real Estate	5.0%
Services	48.0%
Public Administration	4.9%
2025 Employed Population 16+ by Occupation	
Total	27,928
White Collar	53.5%
Management/Business/Financial	12.3%
Professional	21.7%
Sales	8.5%
Administrative Support	11.0%
Services	19.5%
Blue Collar	27.0%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	3.2%
Production	9.0%
Transportation/Material Moving	10.8%
2020 Households by Type	
Total	31,277
Married Couple Households	32.1%
With Own Children <18	8.9%
Without Own Children <18	23.2%
Cohabitating Couple Households	8.1%
With Own Children <18	3.0%
Without Own Children <18	5.1%
Male Householder, No Spouse/Partner	22.5%
Living Alone	17.6%
65 Years and over	5.0%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	2.5%
No Relatives Present	1.1%
Female Householder, No Spouse/Partner	37.2%
Living Alone	20.9%
65 Years and over	10.5%
With Own Children <18	8.8%
Without Own Children <18, With Relatives	6.6%
No Relatives Present	0.9%
2020 Households by Size	
Total	31,277
1 Person Household	38.5%
2 Person Household	33.2%
3 Person Household	13.1%
4 Person Household	8.7%
5 Person Household	4.1%
6 Person Household	1.6%
7 + Person Household	0.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Decatur city,...
2020 Households by Tenure and Mortgage Status	
Total	31,277
Owner Occupied	59.1%
Owned with a Mortgage/Loan	32.5%
Owned Free and Clear	26.6%
Renter Occupied	40.9%
2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	152
Percent of Income for Mortgage	12.6%
Wealth Index	60
2020 Housing Units By Urban/ Rural Status	
Total	35,536
Urban Housing Units	99.5%
Rural Housing Units	0.5%
2020 Population By Urban/ Rural Status	
Total	70,790
Urban Population	99.3%
Rural Population	0.7%

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 2025 and 2030. 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.	Heartland Communities (I3)
2.	Modest Income Homes (E1)
3.	Loyal Locals (K3)
2025 Consumer Spending	
Apparel & Services: Total $	$47,480,005
Average Spent	$1,548.85
Spending Potential Index	63
Education: Total $	$32,973,155
Average Spent	$1,075.62
Spending Potential Index	60
Entertainment/Recreation: Total $	$83,161,710
Average Spent	$2,712.83
Spending Potential Index	66
Food at Home: Total $	$156,330,439
Average Spent	$5,099.67
Spending Potential Index	69
Food Away from Home: Total $	$76,734,886
Average Spent	$2,503.18
Spending Potential Index	61
Health Care: Total $	$168,518,880
Average Spent	$5,497.27
Spending Potential Index	71
HH Furnishings & Equipment: Total $	$56,569,290
Average Spent	$1,845.35
Spending Potential Index	63
Personal Care Products & Services: Total $	$19,663,934
Average Spent	$641.46
Spending Potential Index	61
Shelter: Total $	$493,256,132
Average Spent	$16,090.56
Spending Potential Index	60
Support Payments/Cash Contributions/Gifts in Kind: Total $	$62,476,876
Average Spent	$2,038.06
Spending Potential Index	62
Travel: Total $	$64,586,934
Average Spent	$2,106.90
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total $	$27,895,636
Average Spent	$909.99
Spending Potential Index	67

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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