



# Market Profile

Decatur  
 429 W 450 N, Decatur, Indiana, 46733  
 Rings: 10, 30, 50 mile radii

Prepared by Esri  
 Latitude: 40.81023  
 Longitude: -84.94507

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	26,996	499,170	1,128,275
2010 Total Population	27,288	517,311	1,142,875
2015 Total Population	27,684	527,862	1,153,936
2015 Group Quarters	230	9,192	34,504
2020 Total Population	28,211	539,825	1,166,926
2015-2020 Annual Rate	0.38%	0.45%	0.22%
<b>Household Summary</b>			
2000 Households	9,672	191,595	430,626
2000 Average Household Size	2.77	2.56	2.55
2010 Households	9,896	199,866	441,564
2010 Average Household Size	2.73	2.54	2.51
2015 Households	10,080	204,633	448,110
2015 Average Household Size	2.72	2.53	2.50
2020 Households	10,284	209,498	453,839
2020 Average Household Size	2.72	2.53	2.50
2015-2020 Annual Rate	0.40%	0.47%	0.25%
2010 Families	7,200	134,179	297,842
2010 Average Family Size	3.26	3.11	3.04
2015 Families	7,290	136,165	299,329
2015 Average Family Size	3.25	3.11	3.04
2020 Families	7,411	138,635	301,354
2020 Average Family Size	3.25	3.11	3.04
2015-2020 Annual Rate	0.33%	0.36%	0.13%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,204	205,946	463,102
Owner Occupied Housing Units	76.0%	68.3%	69.2%
Renter Occupied Housing Units	18.8%	24.8%	23.8%
Vacant Housing Units	5.2%	7.0%	7.0%
2010 Housing Units	10,706	220,879	489,419
Owner Occupied Housing Units	73.1%	64.8%	65.4%
Renter Occupied Housing Units	19.3%	25.7%	24.8%
Vacant Housing Units	7.6%	9.5%	9.8%
2015 Housing Units	10,918	226,115	497,008
Owner Occupied Housing Units	72.3%	63.8%	64.2%
Renter Occupied Housing Units	20.0%	26.7%	25.9%
Vacant Housing Units	7.7%	9.5%	9.8%
2020 Housing Units	11,100	231,170	503,697
Owner Occupied Housing Units	72.4%	63.8%	64.2%
Renter Occupied Housing Units	20.2%	26.8%	25.9%
Vacant Housing Units	7.4%	9.4%	9.9%
<b>Median Household Income</b>			
2015	\$51,471	\$48,729	\$46,653
2020	\$57,270	\$54,861	\$53,546
<b>Median Home Value</b>			
2015	\$148,740	\$142,769	\$131,876
2020	\$172,292	\$174,024	\$158,198
<b>Per Capita Income</b>			
2015	\$21,778	\$24,338	\$23,384
2020	\$24,695	\$27,367	\$26,465
<b>Median Age</b>			
2010	35.9	36.2	37.4
2015	36.3	37.0	38.2
2020	36.9	37.7	39.0

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	10,080	204,633	448,099
<\$15,000	9.6%	11.8%	12.8%
\$15,000 - \$24,999	11.4%	11.6%	11.9%
\$25,000 - \$34,999	12.2%	12.0%	12.5%
\$35,000 - \$49,999	14.7%	15.6%	15.4%
\$50,000 - \$74,999	23.3%	20.7%	20.3%
\$75,000 - \$99,999	16.3%	12.7%	12.7%
\$100,000 - \$149,999	9.7%	10.6%	10.1%
\$150,000 - \$199,999	1.8%	2.5%	2.3%
\$200,000+	1.1%	2.5%	2.0%
Average Household Income	\$59,866	\$62,529	\$59,707
<b>2020 Households by Income</b>			
Household Income Base	10,284	209,498	453,828
<\$15,000	8.7%	11.1%	12.0%
\$15,000 - \$24,999	8.4%	8.6%	8.9%
\$25,000 - \$34,999	9.2%	9.7%	10.1%
\$35,000 - \$49,999	13.6%	14.4%	14.4%
\$50,000 - \$74,999	25.5%	22.6%	22.1%
\$75,000 - \$99,999	19.7%	15.4%	15.4%
\$100,000 - \$149,999	11.4%	12.3%	11.9%
\$150,000 - \$199,999	2.3%	3.2%	3.0%
\$200,000+	1.3%	2.8%	2.2%
Average Household Income	\$67,807	\$70,264	\$67,536
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	7,899	144,169	319,160
<\$50,000	4.0%	6.3%	7.7%
\$50,000 - \$99,999	20.7%	18.9%	24.6%
\$100,000 - \$149,999	25.9%	29.0%	27.7%
\$150,000 - \$199,999	18.9%	18.3%	16.6%
\$200,000 - \$249,999	11.7%	10.7%	9.3%
\$250,000 - \$299,999	7.5%	5.8%	5.1%
\$300,000 - \$399,999	6.8%	6.0%	4.9%
\$400,000 - \$499,999	2.3%	2.4%	1.9%
\$500,000 - \$749,999	1.7%	1.7%	1.5%
\$750,000 - \$999,999	0.4%	0.4%	0.3%
\$1,000,000 +	0.2%	0.4%	0.3%
Average Home Value	\$178,618	\$175,806	\$161,254
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	8,041	147,476	323,201
<\$50,000	3.1%	6.0%	7.3%
\$50,000 - \$99,999	13.9%	13.3%	17.8%
\$100,000 - \$149,999	22.8%	19.9%	21.5%
\$150,000 - \$199,999	22.8%	22.4%	20.8%
\$200,000 - \$249,999	14.6%	15.1%	13.2%
\$250,000 - \$299,999	9.7%	8.8%	7.6%
\$300,000 - \$399,999	7.7%	7.6%	6.2%
\$400,000 - \$499,999	2.5%	3.3%	2.5%
\$500,000 - \$749,999	2.1%	2.3%	2.1%
\$750,000 - \$999,999	0.5%	0.8%	0.6%
\$1,000,000 +	0.1%	0.5%	0.3%
Average Home Value	\$197,224	\$202,133	\$185,146

**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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<b>2010 Population by Age</b>			
Total	27,289	517,311	1,142,873
0 - 4	8.2%	7.4%	6.8%
5 - 9	8.1%	7.4%	6.9%
10 - 14	7.9%	7.4%	7.1%
15 - 24	13.4%	13.7%	14.6%
25 - 34	11.3%	12.6%	11.8%
35 - 44	11.9%	12.5%	12.3%
45 - 54	14.1%	14.3%	14.5%
55 - 64	11.7%	11.7%	12.1%
65 - 74	6.7%	6.7%	7.2%
75 - 84	4.4%	4.4%	4.7%
85 +	2.2%	2.0%	2.1%
18 +	70.9%	73.3%	74.9%
<b>2015 Population by Age</b>			
Total	27,684	527,862	1,153,936
0 - 4	7.9%	7.1%	6.5%
5 - 9	7.9%	7.1%	6.6%
10 - 14	7.8%	7.1%	6.7%
15 - 24	12.9%	13.6%	14.5%
25 - 34	12.0%	12.7%	12.1%
35 - 44	11.3%	12.1%	11.7%
45 - 54	12.8%	12.9%	13.0%
55 - 64	12.7%	12.9%	13.3%
65 - 74	8.1%	8.2%	8.8%
75 - 84	4.2%	4.2%	4.5%
85 +	2.3%	2.2%	2.2%
18 +	72.2%	74.7%	76.4%
<b>2020 Population by Age</b>			
Total	28,211	539,823	1,166,925
0 - 4	7.7%	6.9%	6.3%
5 - 9	7.6%	6.9%	6.4%
10 - 14	8.1%	7.2%	6.8%
15 - 24	12.1%	12.7%	13.6%
25 - 34	12.1%	12.8%	12.2%
35 - 44	11.6%	12.2%	11.7%
45 - 54	11.3%	11.7%	11.9%
55 - 64	12.9%	12.8%	13.3%
65 - 74	9.7%	9.8%	10.4%
75 - 84	4.7%	4.7%	5.2%
85 +	2.2%	2.1%	2.3%
18 +	72.1%	74.9%	76.6%
<b>2010 Population by Sex</b>			
Males	13,562	252,937	561,705
Females	13,726	264,374	581,170
<b>2015 Population by Sex</b>			
Males	13,802	258,711	568,812
Females	13,882	269,152	585,124
<b>2020 Population by Sex</b>			
Males	14,094	265,236	576,745
Females	14,117	274,589	590,181

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	27,288	517,310	1,142,875
White Alone	96.9%	84.8%	88.8%
Black Alone	0.3%	8.2%	6.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.2%	2.0%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.4%	2.3%	1.6%
Two or More Races	0.9%	2.4%	2.0%
Hispanic Origin	4.4%	5.3%	3.9%
Diversity Index	13.9	34.7	26.7
<b>2015 Population by Race/Ethnicity</b>			
Total	27,683	527,863	1,153,935
White Alone	96.3%	83.3%	87.6%
Black Alone	0.4%	8.5%	6.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.3%	2.4%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.6%	2.6%	1.8%
Two or More Races	1.1%	2.8%	2.4%
Hispanic Origin	5.0%	6.1%	4.5%
Diversity Index	16.0	37.9	29.5
<b>2020 Population by Race/Ethnicity</b>			
Total	28,211	539,826	1,166,926
White Alone	95.7%	81.5%	86.3%
Black Alone	0.5%	8.9%	6.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.3%	3.0%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	3.0%	2.1%
Two or More Races	1.3%	3.2%	2.8%
Hispanic Origin	5.6%	6.9%	5.3%
Diversity Index	18.1	41.3	32.5
<b>2010 Population by Relationship and Household Type</b>			
Total	27,288	517,310	1,142,875
In Households	99.2%	98.2%	97.0%
In Family Households	87.6%	82.9%	81.5%
Householder	26.3%	26.0%	26.1%
Spouse	21.6%	19.5%	19.9%
Child	36.6%	33.0%	31.3%
Other relative	1.5%	2.3%	2.1%
Nonrelative	1.6%	2.1%	2.2%
In Nonfamily Households	11.5%	15.4%	15.5%
In Group Quarters	0.8%	1.8%	3.0%
Institutionalized Population	0.8%	1.1%	1.4%
Noninstitutionalized Population	0.1%	0.7%	1.6%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Population 25+ by Educational Attainment</b>			
Total	17,563	343,911	758,830
Less than 9th Grade	6.0%	3.8%	3.5%
9th - 12th Grade, No Diploma	7.0%	7.1%	7.7%
High School Graduate	38.8%	29.6%	32.7%
GED/Alternative Credential	4.2%	4.2%	4.8%
Some College, No Degree	20.4%	22.3%	21.4%
Associate Degree	8.1%	9.7%	9.5%
Bachelor's Degree	10.3%	15.1%	12.9%
Graduate/Professional Degree	5.3%	8.1%	7.5%
<b>2015 Population 15+ by Marital Status</b>			
Total	21,135	415,493	926,108
Never Married	23.6%	29.2%	29.3%
Married	60.9%	52.5%	52.2%
Widowed	6.5%	6.4%	6.5%
Divorced	9.1%	11.9%	12.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	94.3%	93.6%
Civilian Unemployed	5.3%	5.7%	6.4%
<b>2015 Employed Population 16+ by Industry</b>			
Total	14,110	255,858	547,860
Agriculture/Mining	2.9%	1.5%	1.9%
Construction	8.4%	5.2%	5.2%
Manufacturing	24.7%	22.1%	23.8%
Wholesale Trade	3.6%	2.7%	2.3%
Retail Trade	11.7%	11.5%	11.2%
Transportation/Utilities	4.7%	4.9%	4.6%
Information	1.2%	1.7%	1.4%
Finance/Insurance/Real Estate	2.9%	5.2%	4.4%
Services	37.3%	42.3%	42.3%
Public Administration	2.6%	2.8%	3.0%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	14,108	255,858	547,858
White Collar	47.6%	54.9%	52.2%
Management/Business/Financial	9.1%	11.8%	10.8%
Professional	14.7%	18.8%	18.0%
Sales	8.6%	10.2%	9.6%
Administrative Support	15.1%	14.1%	13.7%
Services	15.5%	16.7%	17.3%
Blue Collar	37.0%	28.4%	30.4%
Farming/Forestry/Fishing	0.7%	0.5%	0.7%
Construction/Extraction	8.1%	4.9%	5.0%
Installation/Maintenance/Repair	5.4%	3.6%	4.0%
Production	13.4%	11.5%	12.6%
Transportation/Material Moving	9.4%	7.7%	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	9,896	199,866	441,564
Households with 1 Person	23.8%	27.5%	26.9%
Households with 2+ People	76.2%	72.5%	73.1%
Family Households	72.8%	67.1%	67.5%
Husband-wife Families	59.7%	50.6%	51.4%
With Related Children	26.7%	22.1%	21.2%
Other Family (No Spouse Present)	13.1%	16.6%	16.1%
Other Family with Male Householder	4.2%	4.6%	4.6%
With Related Children	2.7%	2.9%	2.9%
Other Family with Female Householder	8.9%	12.0%	11.4%
With Related Children	5.9%	8.4%	7.9%
Nonfamily Households	3.4%	5.4%	5.6%
All Households with Children	35.7%	34.0%	32.6%
Multigenerational Households	2.9%	2.9%	2.9%
Unmarried Partner Households	5.2%	6.4%	6.5%
Male-female	4.8%	5.8%	5.9%
Same-sex	0.4%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	9,897	199,866	441,564
1 Person Household	23.8%	27.5%	26.9%
2 Person Household	33.7%	33.6%	35.0%
3 Person Household	15.2%	15.1%	15.1%
4 Person Household	13.8%	12.8%	12.7%
5 Person Household	7.4%	6.6%	6.4%
6 Person Household	3.0%	2.6%	2.4%
7 + Person Household	3.1%	1.7%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,896	199,866	441,565
Owner Occupied	79.1%	71.6%	72.5%
Owned with a Mortgage/Loan	53.3%	50.7%	49.2%
Owned Free and Clear	25.8%	21.0%	23.3%
Renter Occupied	20.9%	28.4%	27.5%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Heartland Communities	Traditional Living (12B)	Heartland Communities
<b>3.</b>	Traditional Living (12B)	Heartland Communities	Traditional Living (12B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$17,908,541	\$389,630,070	\$807,976,816
Average Spent	\$1,776.64	\$1,904.04	\$1,803.08
Spending Potential Index	77	82	78
Computers & Accessories: Total \$	\$2,010,675	\$43,698,545	\$90,576,104
Average Spent	\$199.47	\$213.55	\$202.13
Spending Potential Index	78	84	79
Education: Total \$	\$10,896,359	\$246,503,304	\$505,948,451
Average Spent	\$1,080.99	\$1,204.61	\$1,129.07
Spending Potential Index	71	79	74
Entertainment/Recreation: Total \$	\$27,495,071	\$573,649,227	\$1,205,974,584
Average Spent	\$2,727.69	\$2,803.31	\$2,691.25
Spending Potential Index	82	85	81
Food at Home: Total \$	\$43,507,800	\$915,705,951	\$1,926,208,481
Average Spent	\$4,316.25	\$4,474.87	\$4,298.52
Spending Potential Index	83	86	82
Food Away from Home: Total \$	\$25,994,952	\$557,436,043	\$1,160,805,301
Average Spent	\$2,578.86	\$2,724.08	\$2,590.45
Spending Potential Index	78	83	79
Health Care: Total \$	\$42,522,902	\$859,852,878	\$1,831,192,398
Average Spent	\$4,218.54	\$4,201.93	\$4,086.48
Spending Potential Index	89	89	86
HH Furnishings & Equipment: Total \$	\$15,158,864	\$318,684,034	\$667,680,845
Average Spent	\$1,503.86	\$1,557.34	\$1,489.99
Spending Potential Index	82	85	81
Investments: Total \$	\$17,761,763	\$364,689,795	\$767,801,740
Average Spent	\$1,762.08	\$1,782.17	\$1,713.42
Spending Potential Index	64	65	62
Retail Goods: Total \$	\$217,147,165	\$4,491,214,176	\$9,486,492,347
Average Spent	\$21,542.38	\$21,947.65	\$21,170.01
Spending Potential Index	84	86	83
Shelter: Total \$	\$122,215,007	\$2,709,177,531	\$5,581,227,792
Average Spent	\$12,124.50	\$13,239.20	\$12,455.04
Spending Potential Index	74	80	76
TV/Video/Audio: Total \$	\$10,877,516	\$231,158,169	\$485,838,160
Average Spent	\$1,079.12	\$1,129.62	\$1,084.19
Spending Potential Index	82	86	83
Travel: Total \$	\$15,146,640	\$322,281,653	\$668,850,327
Average Spent	\$1,502.64	\$1,574.93	\$1,492.60
Spending Potential Index	77	81	76
Vehicle Maintenance & Repairs: Total \$	\$9,145,198	\$193,052,538	\$404,290,111
Average Spent	\$907.26	\$943.41	\$902.21
Spending Potential Index	81	85	81

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.