



Community Profile

Rings: 1, 3, 5 mile radii

787 Beltline Rd SW, Decatur, AL 35601, USA

Latitude: 34.56

Longitude: -87

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,452	39,861	57,395
2010 Total Population	8,965	41,774	60,065
2018 Total Population	8,730	41,410	59,696
2018 Group Quarters	102	486	1,661
2023 Total Population	8,621	41,071	59,241
2018-2023 Annual Rate	-0.25%	-0.16%	-0.15%
2018 Total Daytime Population	9,169	45,058	67,971
Workers	4,258	22,327	35,486
Residents	4,911	22,731	32,485
Household Summary			
2000 Households	3,739	16,251	23,073
2000 Average Household Size	2.26	2.43	2.43
2010 Households	3,884	16,880	24,013
2010 Average Household Size	2.28	2.45	2.43
2018 Households	3,753	16,582	23,668
2018 Average Household Size	2.30	2.47	2.45
2023 Households	3,699	16,405	23,425
2023 Average Household Size	2.30	2.47	2.46
2018-2023 Annual Rate	-0.29%	-0.21%	-0.21%
2010 Families	2,258	11,159	15,891
2010 Average Family Size	2.96	3.01	3.00
2018 Families	2,112	10,735	15,348
2018 Average Family Size	3.00	3.06	3.05
2023 Families	2,057	10,540	15,075
2023 Average Family Size	3.02	3.07	3.06
2018-2023 Annual Rate	-0.53%	-0.37%	-0.36%
Housing Unit Summary			
2000 Housing Units	4,212	17,792	25,347
Owner Occupied Housing Units	43.2%	58.1%	58.8%
Renter Occupied Housing Units	45.6%	33.3%	32.2%
Vacant Housing Units	11.2%	8.7%	9.0%
2010 Housing Units	4,232	18,296	26,123
Owner Occupied Housing Units	40.8%	56.7%	57.9%
Renter Occupied Housing Units	50.9%	35.5%	34.0%
Vacant Housing Units	8.2%	7.7%	8.1%
2018 Housing Units	4,273	18,490	26,417
Owner Occupied Housing Units	42.3%	58.3%	59.5%
Renter Occupied Housing Units	45.5%	31.4%	30.1%
Vacant Housing Units	12.2%	10.3%	10.4%
2023 Housing Units	4,326	18,736	26,757
Owner Occupied Housing Units	42.2%	58.1%	59.1%
Renter Occupied Housing Units	43.3%	29.5%	28.4%
Vacant Housing Units	14.5%	12.4%	12.5%
Median Household Income			
2018	\$35,099	\$44,666	\$45,330
2023	\$40,889	\$51,214	\$51,843
Median Home Value			
2018	\$111,615	\$124,858	\$133,022
2023	\$120,224	\$133,780	\$144,158
Per Capita Income			
2018	\$22,143	\$24,294	\$25,222
2023	\$25,174	\$27,368	\$28,363
Median Age			
2010	34.0	36.3	37.2
2018	35.8	38.0	38.7
2023	36.9	39.0	39.7

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,753	16,582	23,668
<\$15,000	19.5%	13.8%	14.7%
\$15,000 - \$24,999	19.9%	14.7%	14.6%
\$25,000 - \$34,999	10.5%	11.6%	10.8%
\$35,000 - \$49,999	11.8%	13.9%	13.2%
\$50,000 - \$74,999	17.8%	18.6%	17.8%
\$75,000 - \$99,999	8.4%	11.3%	11.2%
\$100,000 - \$149,999	8.3%	10.3%	11.3%
\$150,000 - \$199,999	2.3%	3.5%	3.9%
\$200,000+	1.6%	2.2%	2.6%
Average Household Income	\$51,136	\$60,419	\$62,446
2023 Households by Income			
Household Income Base	3,699	16,405	23,425
<\$15,000	17.5%	12.3%	13.1%
\$15,000 - \$24,999	17.6%	12.7%	12.7%
\$25,000 - \$34,999	9.6%	10.4%	9.7%
\$35,000 - \$49,999	11.5%	13.2%	12.5%
\$50,000 - \$74,999	19.2%	19.2%	18.2%
\$75,000 - \$99,999	9.5%	12.7%	12.5%
\$100,000 - \$149,999	10.6%	12.9%	13.8%
\$150,000 - \$199,999	2.6%	4.2%	4.5%
\$200,000+	1.9%	2.5%	3.0%
Average Household Income	\$58,301	\$68,312	\$70,568
2018 Owner Occupied Housing Units by Value			
Total	1,809	10,784	15,708
<\$50,000	6.1%	6.6%	7.9%
\$50,000 - \$99,999	38.1%	30.4%	26.7%
\$100,000 - \$149,999	25.0%	26.0%	23.3%
\$150,000 - \$199,999	15.4%	14.5%	15.8%
\$200,000 - \$249,999	5.5%	8.4%	9.6%
\$250,000 - \$299,999	6.3%	6.2%	7.2%
\$300,000 - \$399,999	2.7%	4.9%	5.8%
\$400,000 - \$499,999	0.6%	1.4%	1.6%
\$500,000 - \$749,999	0.4%	1.2%	1.1%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.1%	0.0%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$132,956	\$152,402	\$165,647
2023 Owner Occupied Housing Units by Value			
Total	1,827	10,878	15,820
<\$50,000	4.5%	5.1%	6.1%
\$50,000 - \$99,999	34.5%	27.2%	23.6%
\$100,000 - \$149,999	26.9%	26.3%	23.1%
\$150,000 - \$199,999	16.4%	15.0%	16.0%
\$200,000 - \$249,999	5.4%	9.0%	10.2%
\$250,000 - \$299,999	7.4%	7.5%	8.8%
\$300,000 - \$399,999	3.4%	6.3%	7.5%
\$400,000 - \$499,999	0.9%	1.8%	2.0%
\$500,000 - \$749,999	0.4%	1.5%	1.4%
\$750,000 - \$999,999	0.0%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.0%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$141,142	\$165,367	\$183,335

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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2010 Population by Age			
Total	8,965	41,778	60,065
0 - 4	8.0%	7.2%	6.8%
5 - 9	6.8%	6.9%	6.7%
10 - 14	5.8%	6.6%	6.5%
15 - 24	14.7%	13.5%	13.2%
25 - 34	16.1%	14.2%	14.0%
35 - 44	11.1%	12.6%	12.9%
45 - 54	11.8%	13.7%	14.2%
55 - 64	10.8%	11.5%	11.9%
65 - 74	7.2%	7.4%	7.7%
75 - 84	5.2%	4.7%	4.6%
85 +	2.4%	1.6%	1.6%
18 +	76.0%	75.2%	75.9%
2018 Population by Age			
Total	8,731	41,412	59,696
0 - 4	7.3%	6.6%	6.2%
5 - 9	7.1%	6.6%	6.3%
10 - 14	6.3%	6.5%	6.3%
15 - 24	12.5%	12.2%	12.1%
25 - 34	15.6%	14.1%	14.0%
35 - 44	12.6%	12.6%	12.8%
45 - 54	10.5%	12.3%	12.6%
55 - 64	10.9%	12.6%	12.9%
65 - 74	9.3%	9.6%	9.7%
75 - 84	5.2%	5.0%	5.0%
85 +	2.6%	1.9%	1.9%
18 +	76.1%	76.8%	77.7%
2023 Population by Age			
Total	8,621	41,070	59,241
0 - 4	7.3%	6.5%	6.2%
5 - 9	6.9%	6.5%	6.2%
10 - 14	6.5%	6.5%	6.3%
15 - 24	12.8%	12.0%	11.7%
25 - 34	13.8%	13.2%	13.2%
35 - 44	13.6%	13.1%	13.4%
45 - 54	10.4%	11.6%	11.9%
55 - 64	10.5%	12.2%	12.5%
65 - 74	9.6%	10.4%	10.6%
75 - 84	6.1%	5.9%	5.9%
85 +	2.5%	2.0%	2.0%
18 +	75.8%	76.9%	77.8%
2010 Population by Sex			
Males	4,127	20,108	29,404
Females	4,838	21,666	30,661
2018 Population by Sex			
Males	4,054	19,995	29,295
Females	4,676	21,415	30,402
2023 Population by Sex			
Males	4,009	19,860	29,141
Females	4,611	21,210	30,100

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	8,965	41,774	60,065
White Alone	62.1%	66.6%	66.4%
Black Alone	22.3%	20.2%	21.3%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	0.9%	0.9%	0.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.7%	9.1%	8.4%
Two or More Races	2.3%	2.4%	2.2%
Hispanic Origin	18.3%	14.2%	12.9%
Diversity Index	69.5	63.4	62.4
2018 Population by Race/Ethnicity			
Total	8,729	41,410	59,697
White Alone	59.4%	63.9%	63.7%
Black Alone	23.3%	21.2%	22.3%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	1.1%	1.2%	1.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	12.7%	9.9%	9.2%
Two or More Races	2.9%	2.9%	2.7%
Hispanic Origin	19.9%	15.4%	14.1%
Diversity Index	72.3	66.5	65.4
2023 Population by Race/Ethnicity			
Total	8,619	41,070	59,241
White Alone	57.4%	61.9%	61.9%
Black Alone	24.0%	21.9%	23.0%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	1.2%	1.4%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	13.3%	10.5%	9.7%
Two or More Races	3.3%	3.4%	3.2%
Hispanic Origin	21.0%	16.4%	15.0%
Diversity Index	74.1	68.6	67.4
2010 Population by Relationship and Household Type			
Total	8,965	41,774	60,065
In Households	98.9%	98.8%	97.2%
In Family Households	77.3%	82.7%	81.4%
Householder	25.2%	26.7%	26.4%
Spouse	15.0%	18.3%	18.3%
Child	29.3%	31.2%	30.6%
Other relative	5.0%	4.3%	4.1%
Nonrelative	2.8%	2.3%	2.0%
In Nonfamily Households	21.6%	16.2%	15.8%
In Group Quarters	1.1%	1.2%	2.8%
Institutionalized Population	1.0%	0.9%	2.5%
Noninstitutionalized Population	0.1%	0.3%	0.3%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	5,827	28,195	41,243
Less than 9th Grade	7.9%	6.6%	7.0%
9th - 12th Grade, No Diploma	11.4%	9.9%	10.6%
High School Graduate	23.9%	21.9%	21.6%
GED/Alternative Credential	6.4%	6.1%	6.1%
Some College, No Degree	21.2%	23.3%	22.1%
Associate Degree	8.6%	9.2%	8.4%
Bachelor's Degree	15.5%	16.6%	16.8%
Graduate/Professional Degree	5.0%	6.5%	7.4%
2018 Population 15+ by Marital Status			
Total	6,919	33,260	48,445
Never Married	34.9%	29.5%	29.6%
Married	39.0%	48.0%	48.2%
Widowed	10.5%	8.5%	7.9%
Divorced	15.6%	13.9%	14.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	93.8%	94.0%
Civilian Unemployed (Unemployment Rate)	5.6%	6.2%	6.0%
2018 Employed Population 16+ by Industry			
Total	3,888	18,944	27,110
Agriculture/Mining	0.6%	0.6%	0.9%
Construction	10.9%	9.4%	9.9%
Manufacturing	17.3%	19.4%	19.3%
Wholesale Trade	0.6%	1.2%	1.5%
Retail Trade	18.2%	14.3%	13.0%
Transportation/Utilities	3.0%	4.6%	4.6%
Information	1.5%	0.8%	1.0%
Finance/Insurance/Real Estate	6.4%	4.6%	4.7%
Services	40.1%	42.1%	41.9%
Public Administration	1.3%	2.8%	3.4%
2018 Employed Population 16+ by Occupation			
Total	3,888	18,944	27,110
White Collar	52.6%	50.7%	52.1%
Management/Business/Financial	9.3%	10.2%	11.1%
Professional	13.2%	16.8%	16.9%
Sales	13.3%	10.8%	11.0%
Administrative Support	16.7%	12.9%	13.1%
Services	16.7%	18.6%	17.5%
Blue Collar	30.7%	30.6%	30.4%
Farming/Forestry/Fishing	0.1%	0.4%	0.5%
Construction/Extraction	8.4%	7.9%	7.8%
Installation/Maintenance/Repair	4.6%	3.3%	3.6%
Production	12.7%	11.7%	11.6%
Transportation/Material Moving	5.1%	7.4%	6.9%
2010 Population By Urban/ Rural Status			
Total Population	8,965	41,774	60,065
Population Inside Urbanized Area	100.0%	94.3%	91.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.6%
Rural Population	0.0%	5.7%	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,883	16,881	24,013
Households with 1 Person	36.4%	29.5%	29.7%
Households with 2+ People	63.6%	70.5%	70.3%
Family Households	58.2%	66.1%	66.2%
Husband-wife Families	34.8%	45.4%	45.9%
With Related Children	14.7%	19.4%	19.2%
Other Family (No Spouse Present)	23.4%	20.7%	20.3%
Other Family with Male Householder	5.4%	5.0%	4.8%
With Related Children	3.1%	2.8%	2.7%
Other Family with Female Householder	18.0%	15.7%	15.5%
With Related Children	13.0%	11.0%	10.6%
Nonfamily Households	5.5%	4.4%	4.1%
All Households with Children	31.3%	33.6%	33.0%
Multigenerational Households	3.2%	3.6%	3.6%
Unmarried Partner Households	6.0%	5.1%	4.8%
Male-female	5.5%	4.6%	4.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,882	16,881	24,012
1 Person Household	36.4%	29.5%	29.7%
2 Person Household	30.0%	32.6%	32.8%
3 Person Household	15.4%	16.6%	16.4%
4 Person Household	10.3%	12.2%	12.1%
5 Person Household	5.1%	5.8%	5.6%
6 Person Household	1.7%	2.1%	2.0%
7 + Person Household	1.1%	1.4%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,884	16,880	24,013
Owner Occupied	44.5%	61.5%	63.0%
Owned with a Mortgage/Loan	31.1%	43.4%	43.2%
Owned Free and Clear	13.4%	18.1%	19.8%
Renter Occupied	55.5%	38.5%	37.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,232	18,296	26,123
Housing Units Inside Urbanized Area	100.0%	94.4%	91.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.6%
Rural Housing Units	0.0%	5.6%	8.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Old and Newcomers (8F)	Middleburg (4C)
2.	Social Security Set (9F)	Small Town Simplicity	Small Town Simplicity
3.	Small Town Simplicity	Middleburg (4C)	Old and Newcomers (8F)
2018 Consumer Spending			
Apparel & Services: Total \$	\$5,166,741	\$26,273,369	\$38,585,108
Average Spent	\$1,376.70	\$1,584.45	\$1,630.26
Spending Potential Index	63	73	75
Education: Total \$	\$3,189,504	\$16,876,272	\$24,901,375
Average Spent	\$849.85	\$1,017.75	\$1,052.11
Spending Potential Index	59	70	73
Entertainment/Recreation: Total \$	\$7,481,598	\$39,031,578	\$57,628,445
Average Spent	\$1,993.50	\$2,353.85	\$2,434.87
Spending Potential Index	62	73	76
Food at Home: Total \$	\$12,288,087	\$62,101,192	\$91,323,609
Average Spent	\$3,274.20	\$3,745.10	\$3,858.53
Spending Potential Index	65	75	77
Food Away from Home: Total \$	\$8,354,952	\$42,614,954	\$62,595,848
Average Spent	\$2,226.21	\$2,569.95	\$2,644.75
Spending Potential Index	63	73	75
Health Care: Total \$	\$13,340,820	\$70,570,746	\$104,678,169
Average Spent	\$3,554.71	\$4,255.86	\$4,422.77
Spending Potential Index	62	74	77
HH Furnishings & Equipment: Total \$	\$4,810,027	\$25,292,939	\$37,267,846
Average Spent	\$1,281.65	\$1,525.32	\$1,574.61
Spending Potential Index	61	73	75
Personal Care Products & Services: Total \$	\$1,940,287	\$10,001,257	\$14,731,625
Average Spent	\$517.00	\$603.14	\$622.43
Spending Potential Index	62	73	75
Shelter: Total \$	\$40,141,776	\$202,062,677	\$296,806,205
Average Spent	\$10,695.92	\$12,185.66	\$12,540.40
Spending Potential Index	64	73	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,657,945	\$29,474,066	\$43,803,988
Average Spent	\$1,507.58	\$1,777.47	\$1,850.77
Spending Potential Index	61	72	74
Travel: Total \$	\$4,649,324	\$24,953,568	\$36,862,128
Average Spent	\$1,238.83	\$1,504.86	\$1,557.47
Spending Potential Index	58	70	72
Vehicle Maintenance & Repairs: Total \$	\$2,551,678	\$13,209,635	\$19,457,447
Average Spent	\$679.90	\$796.62	\$822.10
Spending Potential Index	63	74	76

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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