



Market Profile

Macon County, IL (17115)
 Geography: County

Macon County,...

Population Summary

2000 Total Population	114,706
2010 Total Population	110,768
2018 Total Population	106,699
2018 Group Quarters	4,215
2023 Total Population	102,959
2018-2023 Annual Rate	-0.71%
2018 Total Daytime Population	112,395
Workers	56,291
Residents	56,104

Household Summary

2000 Households	46,561
2000 Average Household Size	2.39
2010 Households	45,855
2010 Average Household Size	2.33
2018 Households	44,640
2018 Average Household Size	2.30
2023 Households	43,269
2023 Average Household Size	2.28
2018-2023 Annual Rate	-0.62%
2010 Families	29,326
2010 Average Family Size	2.89
2018 Families	28,106
2018 Average Family Size	2.88
2023 Families	27,074
2023 Average Family Size	2.87
2018-2023 Annual Rate	-0.75%

Housing Unit Summary

2000 Housing Units	50,241
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	26.3%
Vacant Housing Units	7.3%
2010 Housing Units	50,475
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	9.2%
2018 Housing Units	50,475
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	11.6%
2023 Housing Units	50,508
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	14.3%

Median Household Income

2018	\$48,306
2023	\$51,858

Median Home Value

2018	\$96,510
2023	\$110,701

Per Capita Income

2018	\$30,116
2023	\$34,263

Median Age

2010	40.3
2018	41.8
2023	42.5

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



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2018 Households by Income

Household Income Base	44,640
<\$15,000	14.3%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	4.2%
\$200,000+	4.5%
Average Household Income	\$69,583

2023 Households by Income

Household Income Base	43,269
<\$15,000	13.8%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	5.1%
\$200,000+	5.9%
Average Household Income	\$79,053

2018 Owner Occupied Housing Units by Value

Total	30,983
<\$50,000	16.6%
\$50,000 - \$99,999	35.9%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	11.0%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$129,731

2023 Owner Occupied Housing Units by Value

Total	30,520
<\$50,000	15.0%
\$50,000 - \$99,999	30.4%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	11.7%
\$200,000 - \$249,999	5.3%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$156,932

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.



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		Macon County,...
2010 Population by Age		
Total		110,768
0 - 4		6.3%
5 - 9		6.2%
10 - 14		6.3%
15 - 24		13.4%
25 - 34		11.7%
35 - 44		11.6%
45 - 54		14.7%
55 - 64		13.5%
65 - 74		8.2%
75 - 84		5.6%
85 +		2.6%
18 +		77.2%
2018 Population by Age		
Total		106,699
0 - 4		5.8%
5 - 9		5.8%
10 - 14		5.9%
15 - 24		12.6%
25 - 34		12.0%
35 - 44		11.4%
45 - 54		12.4%
55 - 64		14.2%
65 - 74		11.0%
75 - 84		5.9%
85 +		3.0%
18 +		79.0%
2023 Population by Age		
Total		102,959
0 - 4		5.7%
5 - 9		5.7%
10 - 14		6.0%
15 - 24		12.3%
25 - 34		11.5%
35 - 44		11.8%
45 - 54		11.8%
55 - 64		13.0%
65 - 74		12.2%
75 - 84		7.0%
85 +		3.0%
18 +		79.1%
2010 Population by Sex		
Males		52,950
Females		57,818
2018 Population by Sex		
Males		51,069
Females		55,630
2023 Population by Sex		
Males		49,442
Females		53,517

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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Market Profile

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2010 Population by Race/Ethnicity

Total	110,768
White Alone	79.3%
Black Alone	16.3%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.5%
Hispanic Origin	1.9%
Diversity Index	36.8

2018 Population by Race/Ethnicity

Total	106,699
White Alone	77.1%
Black Alone	17.4%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	3.2%
Hispanic Origin	2.3%
Diversity Index	40.4

2023 Population by Race/Ethnicity

Total	102,959
White Alone	75.2%
Black Alone	18.3%
American Indian Alone	0.2%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.8%
Hispanic Origin	2.8%
Diversity Index	43.4

2010 Population by Relationship and Household Type

Total	110,768
In Households	96.3%
In Family Households	78.7%
Householder	26.5%
Spouse	18.9%
Child	28.6%
Other relative	2.4%
Nonrelative	2.3%
In Nonfamily Households	17.7%
In Group Quarters	3.7%
Institutionalized Population	1.8%
Noninstitutionalized Population	1.9%

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	74,498
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	27.7%
GED/Alternative Credential	6.1%
Some College, No Degree	24.1%
Associate Degree	8.2%
Bachelor's Degree	15.6%
Graduate/Professional Degree	8.5%

2018 Population 15+ by Marital Status

Total	87,989
Never Married	31.0%
Married	47.9%
Widowed	6.9%
Divorced	14.1%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%

2018 Employed Population 16+ by Industry

Total	50,749
Agriculture/Mining	2.1%
Construction	6.1%
Manufacturing	16.2%
Wholesale Trade	2.2%
Retail Trade	11.3%
Transportation/Utilities	7.5%
Information	1.3%
Finance/Insurance/Real Estate	4.7%
Services	44.3%
Public Administration	4.2%

2018 Employed Population 16+ by Occupation

Total	50,749
White Collar	56.0%
Management/Business/Financial	12.1%
Professional	20.2%
Sales	9.7%
Administrative Support	14.0%
Services	19.5%
Blue Collar	24.5%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	4.0%
Production	7.2%
Transportation/Material Moving	8.2%

2010 Population By Urban/ Rural Status

Total Population	110,768
Population Inside Urbanized Area	84.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	15.3%

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	45,855
Households with 1 Person	30.9%
Households with 2+ People	69.1%
Family Households	64.0%
Husband-wife Families	45.7%
With Related Children	16.3%
Other Family (No Spouse Present)	18.3%
Other Family with Male Householder	4.2%
With Related Children	2.5%
Other Family with Female Householder	14.1%
With Related Children	10.1%
Nonfamily Households	5.2%
All Households with Children	29.5%

2010 Households by Size

Multigenerational Households	2.8%
Unmarried Partner Households	6.5%
Male-female	6.0%
Same-sex	0.6%

2010 Households by Size

Total	45,855
1 Person Household	30.9%
2 Person Household	35.9%
3 Person Household	14.8%
4 Person Household	11.1%
5 Person Household	4.8%
6 Person Household	1.6%
7 + Person Household	1.0%

2010 Households by Tenure and Mortgage Status

Total	45,855
Owner Occupied	70.0%
Owned with a Mortgage/Loan	43.4%
Owned Free and Clear	26.6%
Renter Occupied	30.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	50,475
Housing Units Inside Urbanized Area	85.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	14.2%

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. Midlife Constants (5E)
2. Salt of the Earth (6B)
3. Comfortable Empty Nesters

2018 Consumer Spending

Apparel & Services: Total \$	\$79,623,926
Average Spent	\$1,783.69
Spending Potential Index	82
Education: Total \$	\$52,484,112
Average Spent	\$1,175.72
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$122,443,393
Average Spent	\$2,742.91
Spending Potential Index	85
Food at Home: Total \$	\$192,517,702
Average Spent	\$4,312.67
Spending Potential Index	86
Food Away from Home: Total \$	\$129,945,565
Average Spent	\$2,910.97
Spending Potential Index	83
Health Care: Total \$	\$226,291,957
Average Spent	\$5,069.26
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$78,254,622
Average Spent	\$1,753.02
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$30,665,553
Average Spent	\$686.95
Spending Potential Index	83
Shelter: Total \$	\$612,961,984
Average Spent	\$13,731.23
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$92,845,029
Average Spent	\$2,079.86
Spending Potential Index	84
Travel: Total \$	\$76,963,347
Average Spent	\$1,724.09
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$41,043,808
Average Spent	\$919.44
Spending Potential Index	85

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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