



# Retail Goods and Services Expenditures

Macon County, IL (17115)

Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Midlife Constants (5E)	15.3%	Population	106,699	102,959
Salt of the Earth (6B)	14.0%	Households	44,640	43,269
Comfortable Empty Nesters (5A)	11.3%	Families	28,106	27,074
Traditional Living (12B)	8.3%	Median Age	41.8	42.5
Green Acres (6A)	7.4%	Median Household Income	\$48,306	\$51,858
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		82	\$1,783.69	\$79,623,926
Men's		83	\$343.96	\$15,354,329
Women's		82	\$606.73	\$27,084,256
Children's		84	\$271.19	\$12,105,757
Footwear		81	\$383.40	\$17,115,096
Watches & Jewelry		81	\$115.46	\$5,154,104
Apparel Products and Services (1)		76	\$62.96	\$2,810,384
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$138.58	\$6,186,048
Portable Memory		81	\$4.42	\$197,393
Computer Software		79	\$8.36	\$372,973
Computer Accessories		83	\$15.61	\$697,031
<b>Entertainment &amp; Recreation</b>		85	\$2,742.91	\$122,443,393
Fees and Admissions		78	\$535.60	\$23,909,019
Membership Fees for Clubs (2)		78	\$177.07	\$7,904,438
Fees for Participant Sports, excl. Trips		82	\$92.35	\$4,122,358
Tickets to Theatre/Operas/Concerts		78	\$51.43	\$2,295,885
Tickets to Movies/Museums/Parks		76	\$60.56	\$2,703,404
Admission to Sporting Events, excl. Trips		87	\$51.64	\$2,305,164
Fees for Recreational Lessons		74	\$101.88	\$4,548,068
Dating Services		99	\$0.67	\$29,703
TV/Video/Audio		88	\$1,147.22	\$51,211,837
Cable and Satellite Television Services		89	\$861.48	\$38,456,489
Televisions		86	\$101.73	\$4,541,383
Satellite Dishes		74	\$1.30	\$58,034
VCRs, Video Cameras, and DVD Players		84	\$4.65	\$207,621
Miscellaneous Video Equipment		86	\$12.48	\$556,917
Video Cassettes and DVDs		85	\$10.56	\$471,196
Video Game Hardware/Accessories		87	\$25.91	\$1,156,820
Video Game Software		88	\$13.24	\$591,197
Streaming/Downloaded Video		82	\$27.04	\$1,206,929
Rental of Video Cassettes and DVDs		80	\$10.25	\$457,513
Installation of Televisions		66	\$0.61	\$27,029
Audio (3)		80	\$74.81	\$3,339,421
Rental and Repair of TV/Radio/Sound Equipment		92	\$3.17	\$141,288
Pets		89	\$566.95	\$25,308,824
Toys/Games/Crafts/Hobbies (4)		84	\$97.27	\$4,342,222
Recreational Vehicles and Fees (5)		84	\$92.33	\$4,121,688
Sports/Recreation/Exercise Equipment (6)		82	\$145.48	\$6,494,342
Photo Equipment and Supplies (7)		80	\$42.53	\$1,898,355
Reading (8)		84	\$94.55	\$4,220,499
Catered Affairs (9)		78	\$20.98	\$936,607
<b>Food</b>		85	\$7,223.64	\$322,463,266
Food at Home		86	\$4,312.67	\$192,517,702
Bakery and Cereal Products		86	\$568.89	\$25,395,381
Meats, Poultry, Fish, and Eggs		86	\$973.82	\$43,471,351
Dairy Products		86	\$445.44	\$19,884,333
Fruits and Vegetables		84	\$827.89	\$36,956,917
Snacks and Other Food at Home (10)		87	\$1,496.63	\$66,809,718
Food Away from Home		83	\$2,910.97	\$129,945,565
Alcoholic Beverages		81	\$456.35	\$20,371,389

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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Macon County, IL (17115)  
Geography: County

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	80	\$4,050.00	\$180,792,057
Value of Retirement Plans	87	\$20,158.66	\$899,882,739
Value of Other Financial Assets	92	\$1,300.81	\$58,068,122
Vehicle Loan Amount excluding Interest	90	\$2,504.43	\$111,797,575
Value of Credit Card Debt	84	\$497.18	\$22,194,029
<b>Health</b>			
Nonprescription Drugs	90	\$120.02	\$5,357,893
Prescription Drugs	94	\$338.85	\$15,126,330
Eyeglasses and Contact Lenses	88	\$81.89	\$3,655,582
<b>Home</b>			
Mortgage Payment and Basics (11)	83	\$7,204.05	\$321,588,965
Maintenance and Remodeling Services	83	\$1,689.05	\$75,399,037
Maintenance and Remodeling Materials (12)	90	\$441.62	\$19,713,961
Utilities, Fuel, and Public Services	88	\$4,374.46	\$195,275,971
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$81.51	\$3,638,698
Furniture	84	\$513.43	\$22,919,598
Rugs	85	\$21.01	\$937,828
Major Appliances (14)	89	\$309.58	\$13,819,434
Housewares (15)	85	\$88.53	\$3,952,068
Small Appliances	84	\$41.20	\$1,839,360
Luggage	76	\$10.47	\$467,476
Telephones and Accessories	75	\$52.76	\$2,355,201
<b>Household Operations</b>			
Child Care	77	\$397.43	\$17,741,115
Lawn and Garden (16)	89	\$384.76	\$17,175,508
Moving/Storage/Freight Express	75	\$48.63	\$2,170,944
Housekeeping Supplies (17)	87	\$626.01	\$27,945,030
<b>Insurance</b>			
Owners and Renters Insurance	91	\$515.61	\$23,016,817
Vehicle Insurance	86	\$1,085.31	\$48,448,083
Life/Other Insurance	86	\$359.73	\$16,058,555
Health Insurance	88	\$3,330.50	\$148,673,518
Personal Care Products (18)	84	\$405.63	\$18,107,420
School Books and Supplies (19)	81	\$120.67	\$5,386,504
Smoking Products	98	\$406.75	\$18,157,447
<b>Transportation</b>			
Payments on Vehicles excluding Leases	88	\$2,103.92	\$93,918,888
Gasoline and Motor Oil	87	\$2,073.09	\$92,542,959
Vehicle Maintenance and Repairs	85	\$919.44	\$41,043,808
<b>Travel</b>			
Airline Fares	77	\$403.85	\$18,027,673
Lodging on Trips	82	\$470.51	\$21,003,398
Auto/Truck Rental on Trips	78	\$21.70	\$968,792
Food and Drink on Trips	81	\$418.82	\$18,696,083

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## Retail Goods and Services Expenditures

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Geography: County

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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