



Retail Goods and Services Expenditures

Macon County, IL (17115)
Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Midlife Constants (5E)	15.2%	Population	106,108	102,478
Salt of the Earth (6B)	14.2%	Households	44,673	43,351
Comfortable Empty Nesters (5A)	11.3%	Families	28,049	27,052
Traditional Living (12B)	8.2%	Median Age	42.0	42.9
Green Acres (6A)	7.5%	Median Household Income	\$50,775	\$53,014
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,671.74	\$74,681,823
Men's		76	\$319.68	\$14,280,891
Women's		78	\$591.19	\$26,410,376
Children's		79	\$250.15	\$11,175,062
Footwear		78	\$375.80	\$16,787,996
Watches & Jewelry		79	\$92.51	\$4,132,696
Apparel Products and Services (1)		73	\$42.41	\$1,894,802
Computer				
Computers and Hardware for Home Use		74	\$120.95	\$5,403,082
Portable Memory		75	\$2.90	\$129,375
Computer Software		73	\$7.10	\$317,297
Computer Accessories		81	\$14.24	\$636,003
Entertainment & Recreation		81	\$2,624.17	\$117,229,734
Fees and Admissions		73	\$521.83	\$23,311,754
Membership Fees for Clubs (2)		74	\$177.50	\$7,929,452
Fees for Participant Sports, excl. Trips		74	\$73.19	\$3,269,631
Tickets to Theatre/Operas/Concerts		74	\$60.02	\$2,681,378
Tickets to Movies		72	\$41.25	\$1,842,643
Tickets to Parks or Museums		72	\$23.57	\$1,052,982
Admission to Sporting Events, excl. Trips		77	\$48.49	\$2,166,379
Fees for Recreational Lessons		67	\$97.08	\$4,336,784
Dating Services		90	\$0.73	\$32,505
TV/Video/Audio		83	\$971.22	\$43,387,399
Cable and Satellite Television Services		84	\$683.90	\$30,551,854
Televisions		81	\$86.99	\$3,885,999
Satellite Dishes		85	\$1.00	\$44,675
VCRs, Video Cameras, and DVD Players		81	\$4.25	\$189,936
Miscellaneous Video Equipment		88	\$21.90	\$978,200
Video Cassettes and DVDs		81	\$8.11	\$362,394
Video Game Hardware/Accessories		82	\$23.24	\$1,038,090
Video Game Software		81	\$13.36	\$596,684
Rental/Streaming/Downloaded Video		79	\$42.42	\$1,894,837
Installation of Televisions		73	\$0.79	\$35,236
Audio (3)		78	\$83.12	\$3,713,064
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.16	\$96,431
Pets		85	\$592.38	\$26,463,574
Toys/Games/Crafts/Hobbies (4)		83	\$100.53	\$4,490,880
Recreational Vehicles and Fees (5)		82	\$127.10	\$5,678,046
Sports/Recreation/Exercise Equipment (6)		79	\$160.64	\$7,176,279
Photo Equipment and Supplies (7)		79	\$40.35	\$1,802,643
Reading (8)		80	\$86.39	\$3,859,487
Catered Affairs (9)		79	\$23.72	\$1,059,673
Food		79	\$7,197.17	\$321,519,276
Food at Home		80	\$4,269.83	\$190,746,204
Bakery and Cereal Products		80	\$556.49	\$24,860,082
Meats, Poultry, Fish, and Eggs		79	\$927.60	\$41,438,829
Dairy Products		81	\$444.01	\$19,835,324
Fruits and Vegetables		78	\$812.93	\$36,316,065
Snacks and Other Food at Home (10)		81	\$1,528.80	\$68,295,904
Food Away from Home		78	\$2,927.34	\$130,773,073
Alcoholic Beverages		76	\$472.08	\$21,089,341

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	81	\$19,707.91	\$880,411,676
Value of Retirement Plans	82	\$78,004.95	\$3,484,715,307
Value of Other Financial Assets	85	\$6,985.87	\$312,079,879
Vehicle Loan Amount excluding Interest	82	\$2,380.20	\$106,330,859
Value of Credit Card Debt	80	\$2,067.72	\$92,371,140
Health			
Nonprescription Drugs	86	\$127.22	\$5,683,156
Prescription Drugs	89	\$311.42	\$13,912,131
Eyeglasses and Contact Lenses	87	\$81.01	\$3,619,014
Home			
Mortgage Payment and Basics (11)	77	\$8,117.74	\$362,643,912
Maintenance and Remodeling Services	75	\$1,922.49	\$85,883,213
Maintenance and Remodeling Materials (12)	81	\$448.78	\$20,048,276
Utilities, Fuel, and Public Services	83	\$4,052.93	\$181,056,627
Household Furnishings and Equipment			
Household Textiles (13)	81	\$82.08	\$3,666,805
Furniture	80	\$510.36	\$22,799,301
Rugs	84	\$29.44	\$1,314,962
Major Appliances (14)	80	\$287.60	\$12,847,945
Housewares (15)	82	\$79.52	\$3,552,270
Small Appliances	80	\$39.69	\$1,773,096
Luggage	75	\$10.98	\$490,436
Telephones and Accessories	82	\$72.32	\$3,230,620
Household Operations			
Child Care	73	\$374.72	\$16,740,033
Lawn and Garden (16)	81	\$397.00	\$17,735,121
Moving/Storage/Freight Express	75	\$45.41	\$2,028,754
Housekeeping Supplies (17)	82	\$633.62	\$28,305,861
Insurance			
Owners and Renters Insurance	86	\$513.97	\$22,960,400
Vehicle Insurance	81	\$1,452.81	\$64,901,360
Life/Other Insurance	84	\$455.10	\$20,330,536
Health Insurance	84	\$3,101.43	\$138,550,285
Personal Care Products (18)	82	\$406.50	\$18,159,614
School Books and Supplies (19)	76	\$112.71	\$5,034,956
Smoking Products	91	\$366.54	\$16,374,368
Transportation			
Payments on Vehicles excluding Leases	83	\$2,151.36	\$96,107,486
Gasoline and Motor Oil	81	\$1,915.35	\$85,564,500
Vehicle Maintenance and Repairs	82	\$954.74	\$42,651,097
Travel			
Airline Fares	72	\$432.12	\$19,304,249
Lodging on Trips	78	\$504.70	\$22,546,607
Auto/Truck Rental on Trips	73	\$21.13	\$943,981
Food and Drink on Trips	77	\$439.77	\$19,645,913

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- (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 health 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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