



# Retail Goods and Services Expenditures

Macon County, IL (17115)  
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Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Midlife Constants (5E)	15.3%	Population	105,740	101,988
Salt of the Earth (6B)	14.1%	Households	44,588	43,207
Comfortable Empty Nesters (5A)	11.3%	Families	27,814	26,806
Traditional Living (12B)	8.4%	Median Age	42.3	43.1
Green Acres (6A)	7.5%	Median Household Income	\$50,967	\$54,660
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,613.89	\$71,960,326
Men's		74	\$298.74	\$13,320,251
Women's		78	\$572.91	\$25,544,785
Children's		75	\$233.56	\$10,414,069
Footwear		77	\$384.31	\$17,135,402
Watches & Jewelry		78	\$100.44	\$4,478,205
Apparel Products and Services (1)		74	\$38.77	\$1,728,838
<b>Computer</b>				
Computers and Hardware for Home Use		72	\$120.64	\$5,379,155
Portable Memory		79	\$3.44	\$153,474
Computer Software		73	\$7.03	\$313,365
Computer Accessories		79	\$14.32	\$638,454
<b>Entertainment &amp; Recreation</b>		78	\$2,535.75	\$113,064,133
Fees and Admissions		71	\$524.85	\$23,401,872
Membership Fees for Clubs (2)		72	\$179.01	\$7,981,616
Fees for Participant Sports, excl. Trips		72	\$82.60	\$3,682,981
Tickets to Theatre/Operas/Concerts		74	\$59.63	\$2,658,567
Tickets to Movies		69	\$38.48	\$1,715,946
Tickets to Parks or Museums		71	\$24.05	\$1,072,413
Admission to Sporting Events, excl. Trips		75	\$48.17	\$2,147,781
Fees for Recreational Lessons		65	\$92.00	\$4,102,240
Dating Services		75	\$0.90	\$40,327
TV/Video/Audio		81	\$949.07	\$42,317,213
Cable and Satellite Television Services		82	\$664.40	\$29,624,316
Televisions		77	\$86.83	\$3,871,693
Satellite Dishes		80	\$1.25	\$55,685
VCRs, Video Cameras, and DVD Players		83	\$4.05	\$180,431
Miscellaneous Video Equipment		80	\$12.39	\$552,609
Video Cassettes and DVDs		78	\$6.01	\$267,952
Video Game Hardware/Accessories		83	\$24.15	\$1,076,738
Video Game Software		81	\$13.03	\$580,963
Rental/Streaming/Downloaded Video		78	\$54.88	\$2,446,883
Installation of Televisions		53	\$0.39	\$17,432
Audio (3)		74	\$79.14	\$3,528,897
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.55	\$113,614
Pets		83	\$604.92	\$26,972,045
Toys/Games/Crafts/Hobbies (4)		81	\$93.52	\$4,170,070
Recreational Vehicles and Fees (5)		82	\$92.22	\$4,111,812
Sports/Recreation/Exercise Equipment (6)		75	\$135.84	\$6,056,694
Photo Equipment and Supplies (7)		75	\$34.48	\$1,537,211
Reading (8)		78	\$80.73	\$3,599,620
Catered Affairs (9)		69	\$20.28	\$904,290
<b>Food</b>		77	\$7,073.46	\$315,391,574
Food at Home		78	\$4,232.39	\$188,713,949
Bakery and Cereal Products		78	\$544.42	\$24,274,726
Meats, Poultry, Fish, and Eggs		78	\$922.85	\$41,147,986
Dairy Products		77	\$423.02	\$18,861,426
Fruits and Vegetables		76	\$801.19	\$35,723,569
Snacks and Other Food at Home (10)		78	\$1,540.91	\$68,706,242
Food Away from Home		75	\$2,841.07	\$126,677,624
Alcoholic Beverages		75	\$472.47	\$21,066,385

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	75	\$20,399.42	\$909,569,174
Value of Retirement Plans	78	\$78,187.93	\$3,486,243,446
Value of Other Financial Assets	86	\$7,357.16	\$328,040,857
Vehicle Loan Amount excluding Interest	80	\$2,280.15	\$101,667,327
Value of Credit Card Debt	78	\$2,164.75	\$96,521,911
<b>Health</b>			
Nonprescription Drugs	85	\$131.65	\$5,869,849
Prescription Drugs	89	\$296.42	\$13,216,704
Eyeglasses and Contact Lenses	82	\$79.32	\$3,536,905
<b>Home</b>			
Mortgage Payment and Basics (11)	75	\$7,956.51	\$354,765,054
Maintenance and Remodeling Services	73	\$2,096.63	\$93,484,604
Maintenance and Remodeling Materials (12)	79	\$484.89	\$21,620,161
Utilities, Fuel, and Public Services	80	\$4,002.50	\$178,463,391
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	75	\$75.98	\$3,388,012
Furniture	76	\$487.61	\$21,741,485
Rugs	77	\$24.13	\$1,075,725
Major Appliances (14)	77	\$290.41	\$12,948,642
Housewares (15)	77	\$67.81	\$3,023,498
Small Appliances	77	\$40.76	\$1,817,502
Luggage	72	\$12.07	\$538,053
Telephones and Accessories	80	\$80.11	\$3,572,109
<b>Household Operations</b>			
Child Care	70	\$372.08	\$16,590,156
Lawn and Garden (16)	81	\$407.13	\$18,153,140
Moving/Storage/Freight Express	68	\$48.65	\$2,169,276
Housekeeping Supplies (17)	79	\$619.60	\$27,626,881
<b>Insurance</b>			
Owners and Renters Insurance	84	\$522.61	\$23,302,188
Vehicle Insurance	77	\$1,444.72	\$64,416,975
Life/Other Insurance	80	\$483.04	\$21,537,908
Health Insurance	82	\$3,370.01	\$150,261,783
Personal Care Products (18)	78	\$386.65	\$17,239,842
School Books and Supplies (19)	74	\$97.22	\$4,334,920
Smoking Products	90	\$344.25	\$15,349,346
<b>Transportation</b>			
Payments on Vehicles excluding Leases	80	\$2,077.59	\$92,635,551
Gasoline and Motor Oil	78	\$1,872.76	\$83,502,556
Vehicle Maintenance and Repairs	80	\$882.28	\$39,338,934
<b>Travel</b>			
Airline Fares	69	\$435.60	\$19,422,403
Lodging on Trips	75	\$532.69	\$23,751,714
Auto/Truck Rental on Trips	70	\$38.24	\$1,705,173
Food and Drink on Trips	74	\$441.67	\$19,693,278

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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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