



Retail Goods and Services Expenditures

Macon County, IL (17115)
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Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Midlife Constants (5E)	15.6%	Population	102,135	99,374
Salt of the Earth (6B)	14.4%	Households	43,935	43,026
Comfortable Empty Nesters (5A)	11.0%	Families	27,163	26,499
Traditional Living (12B)	8.4%	Median Age	42.5	43.3
Green Acres (6A)	7.6%	Median Household Income	\$55,194	\$64,260
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,846.09	\$81,107,797
Men's		74	\$341.71	\$15,013,039
Women's		78	\$655.48	\$28,798,449
Children's		76	\$267.09	\$11,734,659
Footwear		77	\$439.53	\$19,310,797
Watches & Jewelry		79	\$114.87	\$5,046,972
Apparel Products and Services (1)		74	\$44.37	\$1,949,605
Computer				
Computers and Hardware for Home Use		72	\$137.98	\$6,062,285
Portable Memory		80	\$3.94	\$173,047
Computer Software		74	\$8.04	\$353,128
Computer Accessories		80	\$16.38	\$719,523
Entertainment & Recreation		79	\$2,900.99	\$127,454,842
Fees and Admissions		71	\$600.68	\$26,390,683
Membership Fees for Clubs (2)		73	\$204.85	\$8,999,894
Fees for Participant Sports, excl. Trips		72	\$94.57	\$4,154,848
Tickets to Theatre/Operas/Concerts		74	\$68.24	\$2,998,120
Tickets to Movies		70	\$44.02	\$1,934,110
Tickets to Parks or Museums		71	\$27.52	\$1,209,087
Admission to Sporting Events, excl. Trips		75	\$55.13	\$2,422,149
Fees for Recreational Lessons		66	\$105.32	\$4,627,020
Dating Services		75	\$1.03	\$45,456
TV/Video/Audio		81	\$1,085.60	\$47,695,980
Cable and Satellite Television Services		83	\$760.14	\$33,396,648
Televisions		78	\$99.28	\$4,361,677
Satellite Dishes		80	\$1.43	\$62,727
VCRs, Video Cameras, and DVD Players		83	\$4.63	\$203,327
Miscellaneous Video Equipment		80	\$14.18	\$623,015
Video Cassettes and DVDs		79	\$6.87	\$301,932
Video Game Hardware/Accessories		84	\$27.59	\$1,212,105
Video Game Software		82	\$14.88	\$653,830
Rental/Streaming/Downloaded Video		79	\$62.74	\$2,756,271
Installation of Televisions		54	\$0.45	\$19,685
Audio (3)		74	\$90.53	\$3,977,217
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.90	\$127,546
Pets		84	\$691.98	\$30,401,985
Toys/Games/Crafts/Hobbies (4)		81	\$106.96	\$4,699,303
Recreational Vehicles and Fees (5)		82	\$105.55	\$4,637,518
Sports/Recreation/Exercise Equipment (6)		76	\$155.35	\$6,825,150
Photo Equipment and Supplies (7)		76	\$39.42	\$1,732,012
Reading (8)		79	\$92.41	\$4,060,018
Catered Affairs (9)		69	\$23.21	\$1,019,718
Food		77	\$8,092.40	\$355,539,786
Food at Home		78	\$4,842.52	\$212,756,235
Bakery and Cereal Products		78	\$622.92	\$27,367,801
Meats, Poultry, Fish, and Eggs		79	\$1,055.86	\$46,389,328
Dairy Products		78	\$484.07	\$21,267,712
Fruits and Vegetables		76	\$916.80	\$40,279,456
Snacks and Other Food at Home (10)		79	\$1,762.88	\$77,451,939
Food Away from Home		75	\$3,249.88	\$142,783,550
Alcoholic Beverages		76	\$540.74	\$23,757,536

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$23,359.14	\$1,026,283,665
Value of Retirement Plans	79	\$89,531.62	\$3,933,571,646
Value of Other Financial Assets	86	\$8,422.78	\$370,054,672
Vehicle Loan Amount excluding Interest	80	\$2,606.70	\$114,525,441
Value of Credit Card Debt	79	\$2,477.11	\$108,831,994
Health			
Nonprescription Drugs	86	\$150.66	\$6,619,169
Prescription Drugs	89	\$339.18	\$14,901,677
Eyeglasses and Contact Lenses	82	\$90.76	\$3,987,698
Home			
Mortgage Payment and Basics (11)	75	\$9,108.52	\$400,182,980
Maintenance and Remodeling Services	73	\$2,400.33	\$105,458,516
Maintenance and Remodeling Materials (12)	79	\$554.92	\$24,380,573
Utilities, Fuel, and Public Services	81	\$4,577.85	\$201,127,993
Household Furnishings and Equipment			
Household Textiles (13)	75	\$86.92	\$3,818,695
Furniture	77	\$557.73	\$24,503,692
Rugs	77	\$27.61	\$1,212,841
Major Appliances (14)	78	\$332.26	\$14,597,815
Housewares (15)	78	\$77.59	\$3,409,009
Small Appliances	78	\$46.62	\$2,048,441
Luggage	73	\$13.80	\$606,510
Telephones and Accessories	81	\$91.73	\$4,030,124
Household Operations			
Child Care	71	\$425.58	\$18,698,054
Lawn and Garden (16)	82	\$466.01	\$20,474,092
Moving/Storage/Freight Express	69	\$55.65	\$2,444,978
Housekeeping Supplies (17)	80	\$708.97	\$31,148,727
Insurance			
Owners and Renters Insurance	84	\$598.02	\$26,273,790
Vehicle Insurance	78	\$1,652.10	\$72,584,901
Life/Other Insurance	81	\$552.81	\$24,287,924
Health Insurance	82	\$3,856.55	\$169,437,346
Personal Care Products (18)	78	\$442.34	\$19,434,054
School Books and Supplies (19)	75	\$111.14	\$4,882,813
Smoking Products	90	\$393.36	\$17,282,222
Transportation			
Payments on Vehicles excluding Leases	80	\$2,375.79	\$104,380,165
Gasoline and Motor Oil	78	\$2,141.52	\$94,087,649
Vehicle Maintenance and Repairs	80	\$1,009.14	\$44,336,497
Travel			
Airline Fares	70	\$498.50	\$21,901,623
Lodging on Trips	76	\$609.62	\$26,783,630
Auto/Truck Rental on Trips	70	\$43.76	\$1,922,814
Food and Drink on Trips	75	\$505.37	\$22,203,249

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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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