Retail Goods and Services Expenditures

Macon County, IL (17115)
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Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	20.3%	Population	99,045	95,763
Loyal Locals (K3)	16.6%	Households	43,802	43,197
Modest Income Homes (E1)	12.1%	Families	25,589	25,033
Room to Roam (K7)	6.6%	Median Age	42.0	43.0
Country Charm (I7)	6.6%	Median Household Income	$61,525	$67,530

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	73	$1,775.60	$77,774,916
Men's	74	$357.45	$15,657,240
Women's	73	$609.37	$26,691,622
Children's	71	$238.45	$10,444,445
Footwear	73	$397.20	$17,398,244
Watches & Jewelry	69	$138.41	$6,062,631
Apparel Products and Services (1)	74	$34.72	$1,520,734
Computer			
Computers and Hardware for Home Use	70	$158.45	$6,940,318
Portable Memory	74	$2.82	$123,729
Computer Software	78	$13.18	$577,497
Computer Accessories	75	$15.06	$659,567
Entertainment & Recreation	77	$3,174.50	$139,049,592
Fees and Admissions	67	$626.46	$27,439,999
Membership Fees for Clubs (2)	69	$217.35	$9,520,311
Fees for Participant Sports, excl. Trips	68	$111.99	$4,905,339
Tickets to Theatre/Operas/Concerts	67	$76.16	$3,336,071
Tickets to Movies	66	$24.41	$1,069,021
Tickets to Parks or Museums	67	$28.52	$1,249,337
Admission to Sporting Events, excl. Trips	79	$72.29	$3,166,541
Fees for Recreational Lessons	57	$94.89	$4,156,354
Dating Services	73	$0.85	$37,025
TV/Video/Audio	80	$983.47	$43,077,999
Cable and Satellite Television Services	85	$563.63	$24,688,031
Televisions	73	$86.84	$3,803,613
Satellite Dishes	71	$0.98	$43,064
VCRs, Video Cameras, and DVD Players	81	$3.37	$147,649
Miscellaneous Video Equipment	54	$18.68	$818,135
Video Cassettes and DVDs	78	$3.72	$162,787
Video Game Hardware/Accessories	80	$37.91	$1,660,650
Video Game Software	74	$17.09	$748,499
Rental/Streaming/Downloaded Video	75	$145.42	$6,369,544
Installation of Televisions	56	$0.84	$36,818
Audio (3)	74	$103.18	$4,519,273
Rental and Repair of TV/Radio/Sound Equipment	87	$1.82	$79,936
Pets	83	$883.01	$38,677,661
Toys/Games/Crafts/Hobbies (4)	81	$144.86	$6,345,057
Recreational Vehicles and Fees (5)	77	$148.42	$6,501,293
Sports/Recreation/Exercise Equipment (6)	81	$208.93	$9,151,620
Photo Equipment and Supplies (7)	74	$51.11	$2,238,860
Reading (8)	73	$94.80	$4,152,272
Catered Affairs (9)	69	$33.44	$1,464,831
Food	75	$8,730.34	$382,406,385
Food at Home	78	$5,838.62	$255,743,146
Bakery and Cereal Products	79	$779.99	$34,164,943
Meats, Poultry, Fish, and Eggs	78	$1,196.40	$52,404,699
Dairy Products	79	$600.72	$26,312,609
Fruits and Vegetables	75	$965.81	$42,304,335
Snacks and Other Food at Home (10)	114	$2,295.71	$100,556,560
Food Away from Home	70	$2,891.72	$126,663,239
Alcoholic Beverages	68	$461.35	$20,208,082

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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	68	$32,470.56	$1,422,275,442
Value of Retirement Plans	77	$117,060.07	$5,127,464,986
Value of Other Financial Assets	76	$10,010.43	$438,476,761
Vehicle Loan Amount excluding Interest	77	$2,715.89	$118,961,309
Value of Credit Card Debt	74	$2,219.97	$97,238,944
Health			
Nonprescription Drugs	80	$160.45	$7,028,147
Prescription Drugs	101	$425.48	$18,636,992
Eyeglasses and Contact Lenses	83	$109.69	$4,804,800
Home			
Mortgage Payment and Basics (11)	69	$9,233.32	$404,437,793
Maintenance and Remodeling Services	75	$3,467.13	$151,867,328
Maintenance and Remodeling Materials (12)	86	$687.42	$30,110,410
Utilities, Fuel, and Public Services	81	$4,814.07	$210,865,689
Household Furnishings and Equipment			
Household Textiles (13)	75	$88.42	$3,872,943
Furniture	74	$654.87	$28,684,420
Rugs	70	$27.58	$1,208,120
Major Appliances (14)	75	$382.06	$16,734,845
Housewares (15)	74	$73.22	$3,207,319
Small Appliances	73	$56.97	$2,495,587
Luggage	67	$16.48	$722,047
Telephones and Accessories	84	$69.99	$3,065,842
Household Operations			
Child Care	65	$378.38	$16,573,781
Lawn and Garden (16)	82	$557.33	$24,412,306
Moving/Storage/Freight Express	65	$83.10	$3,640,068
Housekeeping Supplies (17)	79	$685.06	$30,006,850
Insurance			
Owners and Renters Insurance	82	$693.85	$30,391,830
Vehicle Insurance	77	$1,679.78	$73,577,647
Life/Other Insurance	75	$520.14	$22,783,220
Health Insurance	82	$4,054.52	$177,596,017
Personal Care Products (18)	74	$437.79	$19,176,017
Educational Books/Supplies/Other Expenditures	73	$68.16	$2,985,480
Smoking Products	97	$449.62	$19,694,366
Transportation			
Payments on Vehicles excluding Leases	79	$2,390.18	$104,694,839
Gasoline/Diesel Fuel/Electric Vehicle Charging	79	$2,767.85	$121,237,582
Vehicle Maintenance and Repairs	78	$1,052.35	$46,094,865
Travel			
Airline Fares	62	$524.44	$22,971,589
Lodging on Trips	71	$788.45	$34,535,901
Auto/Truck Rental on Trips	69	$84.31	$3,693,022
Food and Drink on Trips	71	$601.89	$26,363,963

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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 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.

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