



Market Profile

Macon County, IL (17115)

Geography: County

Macon County,...

Population Summary

2000 Total Population	114,706
2010 Total Population	110,768
2019 Total Population	106,433
2019 Group Quarters	4,215
2024 Total Population	103,034
2019-2024 Annual Rate	-0.65%
2019 Total Daytime Population	112,170
Workers	54,459
Residents	57,711

Household Summary

2000 Households	46,561
2000 Average Household Size	2.39
2010 Households	45,855
2010 Average Household Size	2.33
2019 Households	44,574
2019 Average Household Size	2.29
2024 Households	43,343
2024 Average Household Size	2.28
2019-2024 Annual Rate	-0.56%
2010 Families	29,326
2010 Average Family Size	2.89
2019 Families	28,014
2019 Average Family Size	2.86
2024 Families	27,070
2024 Average Family Size	2.85
2019-2024 Annual Rate	-0.68%

Housing Unit Summary

2000 Housing Units	50,241
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	26.3%
Vacant Housing Units	7.3%
2010 Housing Units	50,475
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	9.2%
2019 Housing Units	50,475
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	11.7%
2024 Housing Units	50,480
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	14.1%

Median Household Income

2019	\$52,638
2024	\$56,467

Median Home Value

2019	\$113,266
2024	\$132,610

Per Capita Income

2019	\$30,193
2024	\$34,268

Median Age

2010	40.3
2019	41.9
2024	42.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Macon County, IL (17115)

Geography: County

Macon County,...

2019 Households by Income

Household Income Base	44,574
<\$15,000	13.1%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	3.9%
\$200,000+	4.4%
Average Household Income	\$71,814

2024 Households by Income

Household Income Base	43,343
<\$15,000	11.8%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	5.0%
\$200,000+	5.4%
Average Household Income	\$81,174

2019 Owner Occupied Housing Units by Value

Total	33,936
<\$50,000	14.2%
\$50,000 - \$99,999	30.2%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	5.3%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$152,049

2024 Owner Occupied Housing Units by Value

Total	33,308
<\$50,000	12.6%
\$50,000 - \$99,999	24.8%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	13.1%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$183,697

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Macon County, IL (17115)

Geography: County

		Macon County,...
2010 Population by Age		
Total		110,768
0 - 4		6.3%
5 - 9		6.2%
10 - 14		6.3%
15 - 24		13.4%
25 - 34		11.7%
35 - 44		11.6%
45 - 54		14.7%
55 - 64		13.5%
65 - 74		8.2%
75 - 84		5.6%
85 +		2.6%
18 +		77.2%
2019 Population by Age		
Total		106,433
0 - 4		5.7%
5 - 9		5.8%
10 - 14		5.9%
15 - 24		12.4%
25 - 34		12.1%
35 - 44		11.5%
45 - 54		12.1%
55 - 64		14.2%
65 - 74		11.3%
75 - 84		6.0%
85 +		3.0%
18 +		79.1%
2024 Population by Age		
Total		103,034
0 - 4		5.6%
5 - 9		5.7%
10 - 14		6.0%
15 - 24		12.2%
25 - 34		11.4%
35 - 44		11.9%
45 - 54		11.7%
55 - 64		12.9%
65 - 74		12.3%
75 - 84		7.3%
85 +		3.1%
18 +		79.3%
2010 Population by Sex		
Males		52,950
Females		57,818
2019 Population by Sex		
Males		51,028
Females		55,405
2024 Population by Sex		
Males		49,539
Females		53,495

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 02, 2019



Market Profile

Macon County, IL (17115)
Geography: County

Macon County,...

2010 Population by Race/Ethnicity

Total	110,768
White Alone	79.3%
Black Alone	16.3%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.5%
Hispanic Origin	1.9%
Diversity Index	36.8

2019 Population by Race/Ethnicity

Total	106,433
White Alone	76.7%
Black Alone	17.7%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.3%
Hispanic Origin	2.4%
Diversity Index	41.0

2024 Population by Race/Ethnicity

Total	103,034
White Alone	74.9%
Black Alone	18.5%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.9%
Hispanic Origin	2.9%
Diversity Index	43.8

2010 Population by Relationship and Household Type

Total	110,768
In Households	96.3%
In Family Households	78.7%
Householder	26.5%
Spouse	18.9%
Child	28.6%
Other relative	2.4%
Nonrelative	2.3%
In Nonfamily Households	17.7%
In Group Quarters	3.7%
Institutionalized Population	1.8%
Noninstitutionalized Population	1.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Macon County, IL (17115)
 Geography: County

Macon County,...

2019 Population 25+ by Educational Attainment

Total	74,732
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	27.8%
GED/Alternative Credential	6.1%
Some College, No Degree	24.0%
Associate Degree	8.7%
Bachelor's Degree	15.4%
Graduate/Professional Degree	8.6%

2019 Population 15+ by Marital Status

Total	87,900
Never Married	31.1%
Married	48.4%
Widowed	6.9%
Divorced	13.5%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed (Unemployment Rate)	8.0%

2019 Employed Population 16+ by Industry

Total	48,807
Agriculture/Mining	1.4%
Construction	5.8%
Manufacturing	16.4%
Wholesale Trade	2.0%
Retail Trade	11.1%
Transportation/Utilities	7.7%
Information	1.5%
Finance/Insurance/Real Estate	5.0%
Services	45.1%
Public Administration	3.9%

2019 Employed Population 16+ by Occupation

Total	48,807
White Collar	54.3%
Management/Business/Financial	11.4%
Professional	19.5%
Sales	10.3%
Administrative Support	13.1%
Services	21.2%
Blue Collar	24.5%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	4.2%
Production	7.7%
Transportation/Material Moving	8.0%

2010 Population By Urban/ Rural Status

Total Population	110,768
Population Inside Urbanized Area	84.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	15.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 02, 2019



Market Profile

Macon County, IL (17115)

Geography: County

Macon County,...

2010 Households by Type

Total	45,855
Households with 1 Person	30.9%
Households with 2+ People	69.1%
Family Households	64.0%
Husband-wife Families	45.7%
With Related Children	16.3%
Other Family (No Spouse Present)	18.3%
Other Family with Male Householder	4.2%
With Related Children	2.5%
Other Family with Female Householder	14.1%
With Related Children	10.1%
Nonfamily Households	5.2%
All Households with Children	29.5%
Multigenerational Households	2.8%
Unmarried Partner Households	6.5%
Male-female	6.0%
Same-sex	0.6%

2010 Households by Size

Total	45,855
1 Person Household	30.9%
2 Person Household	35.9%
3 Person Household	14.8%
4 Person Household	11.1%
5 Person Household	4.8%
6 Person Household	1.6%
7 + Person Household	1.0%

2010 Households by Tenure and Mortgage Status

Total	45,855
Owner Occupied	70.0%
Owned with a Mortgage/Loan	43.4%
Owned Free and Clear	26.6%
Renter Occupied	30.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	50,475
Housing Units Inside Urbanized Area	85.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	14.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Macon County, IL (17115)

Geography: County

Macon County,...

Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Salt of the Earth (6B)
3. Comfortable Empty Nesters

2019 Consumer Spending

Apparel & Services: Total \$	\$77,443,198
Average Spent	\$1,737.41
Spending Potential Index	81
Education: Total \$	\$56,364,891
Average Spent	\$1,264.52
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$122,558,039
Average Spent	\$2,749.54
Spending Potential Index	84
Food at Home: Total \$	\$194,877,200
Average Spent	\$4,371.99
Spending Potential Index	84
Food Away from Home: Total \$	\$134,300,130
Average Spent	\$3,012.97
Spending Potential Index	82
Health Care: Total \$	\$234,759,721
Average Spent	\$5,266.74
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$78,791,088
Average Spent	\$1,767.65
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$32,868,318
Average Spent	\$737.39
Spending Potential Index	83
Shelter: Total \$	\$662,652,995
Average Spent	\$14,866.36
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$93,365,059
Average Spent	\$2,094.61
Spending Potential Index	84
Travel: Total \$	\$79,423,882
Average Spent	\$1,781.84
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$43,519,271
Average Spent	\$976.34
Spending Potential Index	85

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.