



# Market Profile

Macon County, IL (17115)

Geography: County

Macon County,...

## Population Summary

2000 Total Population	114,706
2010 Total Population	110,768
2020 Total Population	106,108
2020 Group Quarters	4,009
2025 Total Population	102,478
2020-2025 Annual Rate	-0.69%
2020 Total Daytime Population	109,430
Workers	49,340
Residents	60,090

## Household Summary

2000 Households	46,561
2000 Average Household Size	2.39
2010 Households	45,855
2010 Average Household Size	2.33
2020 Households	44,673
2020 Average Household Size	2.29
2025 Households	43,351
2025 Average Household Size	2.27
2020-2025 Annual Rate	-0.60%
2010 Families	29,326
2010 Average Family Size	2.89
2020 Families	28,049
2020 Average Family Size	2.85
2025 Families	27,052
2025 Average Family Size	2.84
2020-2025 Annual Rate	-0.72%

## 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%
2020 Housing Units	50,475
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	11.5%
2025 Housing Units	50,499
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	14.2%

## Median Household Income

2020	\$50,775
2025	\$53,014

## Median Home Value

2020	\$106,778
2025	\$123,769

## Per Capita Income

2020	\$29,666
2025	\$32,611

## Median Age

2010	40.3
2020	42.0
2025	42.9

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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## 2020 Households by Income

Household Income Base	44,673
<\$15,000	12.5%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	3.6%
\$200,000+	3.9%
Average Household Income	\$70,203

## 2025 Households by Income

Household Income Base	43,351
<\$15,000	11.7%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	4.2%
\$200,000+	4.6%
Average Household Income	\$76,823

## 2020 Owner Occupied Housing Units by Value

Total	31,027
<\$50,000	17.3%
\$50,000 - \$99,999	30.0%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	12.0%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$148,850

## 2025 Owner Occupied Housing Units by Value

Total	30,263
<\$50,000	15.2%
\$50,000 - \$99,999	25.8%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	12.9%
\$200,000 - \$249,999	6.0%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$173,011

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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### 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%

### 2020 Population by Age

Total	106,108
0 - 4	5.7%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	12.4%
25 - 34	12.1%
35 - 44	11.6%
45 - 54	11.9%
55 - 64	14.1%
65 - 74	11.5%
75 - 84	6.1%
85 +	3.1%
18 +	79.3%

### 2025 Population by Age

Total	102,478
0 - 4	5.6%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	12.1%
25 - 34	11.3%
35 - 44	12.0%
45 - 54	11.6%
55 - 64	12.6%
65 - 74	12.6%
75 - 84	7.5%
85 +	3.1%
18 +	79.4%

### 2010 Population by Sex

Males	52,950
Females	57,818

### 2020 Population by Sex

Males	50,848
Females	55,260

### 2025 Population by Sex

Males	49,221
Females	53,257

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## 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

## 2020 Population by Race/Ethnicity

Total	106,108
White Alone	76.6%
Black Alone	17.6%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.4%
Hispanic Origin	2.5%
Diversity Index	41.1

## 2025 Population by Race/Ethnicity

Total	102,478
White Alone	74.9%
Black Alone	18.4%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	4.0%
Hispanic Origin	2.9%
Diversity Index	43.9

## 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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## 2020 Population 25+ by Educational Attainment

Total	74,573
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	27.7%
GED/Alternative Credential	6.7%
Some College, No Degree	23.9%
Associate Degree	9.1%
Bachelor's Degree	14.9%
Graduate/Professional Degree	8.4%

## 2020 Population 15+ by Marital Status

Total	87,754
Never Married	31.2%
Married	47.7%
Widowed	7.2%
Divorced	13.8%

## 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	53,283
Population 16+ Employed	85.8%
Population 16+ Unemployment rate	14.2%
Population 16-24 Employed	13.8%
Population 16-24 Unemployment rate	24.6%
Population 25-54 Employed	61.5%
Population 25-54 Unemployment rate	13.2%
Population 55-64 Employed	17.8%
Population 55-64 Unemployment rate	10.3%
Population 65+ Employed	7.0%
Population 65+ Unemployment rate	8.9%

## 2020 Employed Population 16+ by Industry

Total	45,730
Agriculture/Mining	1.5%
Construction	6.2%
Manufacturing	17.1%
Wholesale Trade	1.9%
Retail Trade	10.8%
Transportation/Utilities	8.0%
Information	1.4%
Finance/Insurance/Real Estate	5.2%
Services	44.2%
Public Administration	3.7%

## 2020 Employed Population 16+ by Occupation

Total	45,730
White Collar	56.0%
Management/Business/Financial	12.1%
Professional	20.8%
Sales	9.8%
Administrative Support	13.3%
Services	19.1%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.8%
Production	7.8%
Transportation/Material Moving	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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## 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%

## 2020 Affordability, Mortgage and Wealth

Housing Affordability Index	208
Percent of Income for Mortgage	8.8%
Wealth Index	81

## 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%

## 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%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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## Macon County,...

### Top 3 Tapestry Segments

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

### 2020 Consumer Spending

Apparel & Services: Total \$	\$74,681,823
Average Spent	\$1,671.74
Spending Potential Index	78
Education: Total \$	\$59,199,425
Average Spent	\$1,325.17
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$117,229,734
Average Spent	\$2,624.17
Spending Potential Index	81
Food at Home: Total \$	\$190,746,204
Average Spent	\$4,269.83
Spending Potential Index	80
Food Away from Home: Total \$	\$130,773,073
Average Spent	\$2,927.34
Spending Potential Index	78
Health Care: Total \$	\$216,296,997
Average Spent	\$4,841.78
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$77,889,651
Average Spent	\$1,743.55
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$32,826,965
Average Spent	\$734.83
Spending Potential Index	80
Shelter: Total \$	\$652,550,499
Average Spent	\$14,607.27
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$83,931,859
Average Spent	\$1,878.81
Spending Potential Index	80
Travel: Total \$	\$81,942,849
Average Spent	\$1,834.28
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$42,651,097
Average Spent	\$954.74
Spending Potential Index	82

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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