



# Market Profile

Macon County, IL (17115)  
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Geography: County

Macon County,...

Population Summary	
2000 Total Population	114,706
2010 Total Population	110,768
2021 Total Population	105,740
2021 Group Quarters	4,009
2026 Total Population	101,988
2021-2026 Annual Rate	-0.72%
2021 Total Daytime Population	109,479
Workers	49,167
Residents	60,312
Household Summary	
2000 Households	46,561
2000 Average Household Size	2.39
2010 Households	45,855
2010 Average Household Size	2.33
2021 Households	44,588
2021 Average Household Size	2.28
2026 Households	43,207
2026 Average Household Size	2.27
2021-2026 Annual Rate	-0.63%
2010 Families	29,326
2010 Average Family Size	2.89
2021 Families	27,814
2021 Average Family Size	2.86
2026 Families	26,806
2026 Average Family Size	2.85
2021-2026 Annual Rate	-0.74%
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%
2021 Housing Units	50,475
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	11.7%
2026 Housing Units	50,455
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	14.4%
Median Household Income	
2021	\$50,967
2026	\$54,660
Median Home Value	
2021	\$120,512
2026	\$168,138
Per Capita Income	
2021	\$29,483
2026	\$33,136
Median Age	
2010	40.3
2021	42.3
2026	43.1

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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## 2021 Households by Income

Household Income Base	44,588
<\$15,000	15.6%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	2.9%
\$200,000+	4.3%
Average Household Income	\$69,550

## 2026 Households by Income

Household Income Base	43,207
<\$15,000	14.2%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	3.6%
\$200,000+	5.1%
Average Household Income	\$77,836

## 2021 Owner Occupied Housing Units by Value

Total	31,792
<\$50,000	13.5%
\$50,000 - \$99,999	28.1%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	7.7%
\$300,000 - \$399,999	6.7%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$158,940

## 2026 Owner Occupied Housing Units by Value

Total	31,319
<\$50,000	9.4%
\$50,000 - \$99,999	19.4%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	13.1%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	13.3%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$203,909

**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.

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October 20, 2021



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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%
2021 Population by Age	
Total	105,740
0 - 4	5.6%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	12.1%
25 - 34	12.0%
35 - 44	11.7%
45 - 54	11.5%
55 - 64	14.0%
65 - 74	11.9%
75 - 84	6.3%
85 +	3.1%
18 +	79.4%
2026 Population by Age	
Total	101,988
0 - 4	5.5%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	12.0%
25 - 34	11.2%
35 - 44	12.1%
45 - 54	11.6%
55 - 64	12.4%
65 - 74	12.7%
75 - 84	7.8%
85 +	3.2%
18 +	79.5%
2010 Population by Sex	
Males	52,950
Females	57,818
2021 Population by Sex	
Males	50,700
Females	55,040
2026 Population by Sex	
Males	48,972
Females	53,016

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



## 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

### 2021 Population by Race/Ethnicity

Total	105,740
White Alone	76.3%
Black Alone	17.9%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	3.5%
Hispanic Origin	2.5%
Diversity Index	41.6

### 2026 Population by Race/Ethnicity

Total	101,988
White Alone	74.5%
Black Alone	18.7%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	4.1%
Hispanic Origin	3.0%
Diversity Index	44.4

### 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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



# Market Profile

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## 2021 Population 25+ by Educational Attainment

Total	74,754
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	28.7%
GED/Alternative Credential	6.8%
Some College, No Degree	23.4%
Associate Degree	9.0%
Bachelor's Degree	15.0%
Graduate/Professional Degree	8.1%

## 2021 Population 15+ by Marital Status

Total	87,578
Never Married	32.5%
Married	46.9%
Widowed	7.0%
Divorced	13.6%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	50,342
Population 16+ Employed	89.6%
Population 16+ Unemployment rate	10.4%
Population 16-24 Employed	15.2%
Population 16-24 Unemployment rate	11.7%
Population 25-54 Employed	58.2%
Population 25-54 Unemployment rate	11.3%
Population 55-64 Employed	18.8%
Population 55-64 Unemployment rate	9.4%
Population 65+ Employed	7.8%
Population 65+ Unemployment rate	2.6%

## 2021 Employed Population 16+ by Industry

Total	45,124
Agriculture/Mining	1.4%
Construction	6.0%
Manufacturing	16.2%
Wholesale Trade	2.0%
Retail Trade	11.5%
Transportation/Utilities	8.6%
Information	1.3%
Finance/Insurance/Real Estate	5.4%
Services	43.4%
Public Administration	4.2%

## 2021 Employed Population 16+ by Occupation

Total	45,124
White Collar	57.4%
Management/Business/Financial	14.9%
Professional	22.4%
Sales	9.2%
Administrative Support	11.0%
Services	17.1%
Blue Collar	25.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.6%
Production	6.8%
Transportation/Material Moving	10.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	45,855
Owner Occupied	70.0%
Owned with a Mortgage/Loan	43.4%
Owned Free and Clear	26.6%
Renter Occupied	30.0%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	184
Percent of Income for Mortgage	9.9%
Wealth Index	76
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	50,475
Housing Units Inside Urbanized Area	85.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	14.2%
<b>2010 Population By Urban/ Rural Status</b>	
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



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### Top 3 Tapestry Segments

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

### 2021 Consumer Spending

Apparel & Services: Total \$	\$71,960,326
Average Spent	\$1,613.89
Spending Potential Index	76
Education: Total \$	\$52,785,429
Average Spent	\$1,183.85
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$113,064,133
Average Spent	\$2,535.75
Spending Potential Index	78
Food at Home: Total \$	\$188,713,949
Average Spent	\$4,232.39
Spending Potential Index	78
Food Away from Home: Total \$	\$126,677,624
Average Spent	\$2,841.07
Spending Potential Index	75
Health Care: Total \$	\$227,863,018
Average Spent	\$5,110.41
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$76,835,507
Average Spent	\$1,723.23
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$30,795,092
Average Spent	\$690.66
Spending Potential Index	77
Shelter: Total \$	\$654,956,136
Average Spent	\$14,689.07
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$80,221,568
Average Spent	\$1,799.17
Spending Potential Index	75
Travel: Total \$	\$82,612,548
Average Spent	\$1,852.80
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$39,338,934
Average Spent	\$882.28
Spending Potential Index	80

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021