



Market Profile

Macon County, IL (17115)
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 Geography: County

Macon County,...

Population Summary	
2010 Total Population	110,768
2020 Total Population	103,998
2020 Group Quarters	3,001
2022 Total Population	102,135
2022 Group Quarters	3,001
2027 Total Population	99,374
2022-2027 Annual Rate	-0.55%
2022 Total Daytime Population	107,052
Workers	52,083
Residents	54,969
Household Summary	
2010 Households	45,855
2010 Average Household Size	2.33
2020 Total Households	44,549
2020 Average Household Size	2.27
2022 Households	43,935
2022 Average Household Size	2.26
2027 Households	43,026
2027 Average Household Size	2.24
2022-2027 Annual Rate	-0.42%
2010 Families	29,326
2010 Average Family Size	2.89
2022 Families	27,163
2022 Average Family Size	2.84
2027 Families	26,499
2027 Average Family Size	2.83
2022-2027 Annual Rate	-0.49%
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	49,727
Vacant Housing Units	10.4%
2022 Housing Units	49,495
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	26.9%
Vacant Housing Units	11.2%
2027 Housing Units	48,766
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	11.8%
Median Household Income	
2022	\$55,194
2027	\$64,260
Median Home Value	
2022	\$145,336
2027	\$221,675
Per Capita Income	
2022	\$34,328
2027	\$40,591
Median Age	
2010	40.3
2022	42.5
2027	43.3

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	43,935
<\$15,000	14.0%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	3.6%
\$200,000+	5.3%
Average Household Income	\$79,575

2027 Households by Income

Household Income Base	43,026
<\$15,000	11.8%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	5.0%
\$200,000+	6.8%
Average Household Income	\$93,519

2022 Owner Occupied Housing Units by Value

Total	30,601
<\$50,000	11.2%
\$50,000 - \$99,999	24.7%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	9.3%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.0%
Average Home Value	\$185,223

2027 Owner Occupied Housing Units by Value

Total	30,422
<\$50,000	7.4%
\$50,000 - \$99,999	14.9%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	11.9%
\$200,000 - \$249,999	12.3%
\$250,000 - \$299,999	20.1%
\$300,000 - \$399,999	14.2%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.0%
Average Home Value	\$237,304

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 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%
2022 Population by Age	
Total	102,135
0 - 4	5.6%
5 - 9	5.7%
10 - 14	5.8%
15 - 24	11.9%
25 - 34	12.1%
35 - 44	11.7%
45 - 54	11.6%
55 - 64	14.0%
65 - 74	12.1%
75 - 84	6.6%
85 +	2.9%
18 +	79.5%
2027 Population by Age	
Total	99,374
0 - 4	5.5%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	11.7%
25 - 34	11.2%
35 - 44	12.2%
45 - 54	11.7%
55 - 64	12.3%
65 - 74	12.9%
75 - 84	8.0%
85 +	3.0%
18 +	79.6%
2010 Population by Sex	
Males	52,950
Females	57,818
2022 Population by Sex	
Males	49,528
Females	52,607
2027 Population by Sex	
Males	48,293
Females	51,081

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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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	103,998
White Alone	72.9%
Black Alone	18.3%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	5.9%
Hispanic Origin	2.6%
Diversity Index	46.0
2022 Population by Race/Ethnicity	
Total	102,135
White Alone	72.5%
Black Alone	18.4%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	6.1%
Hispanic Origin	2.7%
Diversity Index	46.6
2027 Population by Race/Ethnicity	
Total	99,374
White Alone	71.0%
Black Alone	18.8%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	7.0%
Hispanic Origin	2.7%
Diversity Index	48.4
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Population 25+ by Educational Attainment

Total	72,502
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	29.0%
GED/Alternative Credential	7.0%
Some College, No Degree	21.6%
Associate Degree	10.0%
Bachelor's Degree	15.9%
Graduate/Professional Degree	8.5%

2022 Population 15+ by Marital Status

Total	84,701
Never Married	32.1%
Married	47.9%
Widowed	7.1%
Divorced	12.9%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	50,099
Population 16+ Employed	94.1%
Population 16+ Unemployment rate	5.9%
Population 16-24 Employed	15.3%
Population 16-24 Unemployment rate	8.6%
Population 25-54 Employed	58.7%
Population 25-54 Unemployment rate	6.0%
Population 55-64 Employed	18.4%
Population 55-64 Unemployment rate	4.8%
Population 65+ Employed	7.6%
Population 65+ Unemployment rate	2.0%

2022 Employed Population 16+ by Industry

Total	47,145
Agriculture/Mining	1.3%
Construction	6.0%
Manufacturing	15.9%
Wholesale Trade	1.9%
Retail Trade	11.6%
Transportation/Utilities	9.0%
Information	1.3%
Finance/Insurance/Real Estate	5.1%
Services	43.9%
Public Administration	4.0%

2022 Employed Population 16+ by Occupation

Total	47,145
White Collar	56.1%
Management/Business/Financial	14.6%
Professional	21.8%
Sales	9.0%
Administrative Support	10.8%
Services	17.9%
Blue Collar	26.0%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.7%
Production	7.0%
Transportation/Material Moving	10.4%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 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%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	141
Percent of Income for Mortgage	13.9%
Wealth Index	76
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments

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

2022 Consumer Spending

Apparel & Services: Total \$	\$81,107,797
Average Spent	\$1,846.09
Spending Potential Index	77
Education: Total \$	\$59,451,369
Average Spent	\$1,353.17
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$127,454,842
Average Spent	\$2,900.99
Spending Potential Index	79
Food at Home: Total \$	\$212,756,235
Average Spent	\$4,842.52
Spending Potential Index	78
Food Away from Home: Total \$	\$142,783,550
Average Spent	\$3,249.88
Spending Potential Index	75
Health Care: Total \$	\$256,951,896
Average Spent	\$5,848.46
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$86,622,899
Average Spent	\$1,971.61
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$34,722,705
Average Spent	\$790.32
Spending Potential Index	78
Shelter: Total \$	\$738,427,000
Average Spent	\$16,807.26
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$90,458,241
Average Spent	\$2,058.91
Spending Potential Index	76
Travel: Total \$	\$93,151,908
Average Spent	\$2,120.22
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$44,336,497
Average Spent	\$1,009.14
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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