



# 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
2023 Total Population	101,870
2023 Group Quarters	3,001
2028 Total Population	99,355
2023-2028 Annual Rate	-0.50%
2023 Total Daytime Population	107,222
Workers	50,323
Residents	56,899
Household Summary	
2010 Households	45,855
2010 Average Household Size	2.33
2020 Total Households	44,549
2020 Average Household Size	2.27
2023 Households	44,012
2023 Average Household Size	2.25
2028 Households	43,509
2028 Average Household Size	2.21
2023-2028 Annual Rate	-0.23%
2010 Families	29,326
2010 Average Family Size	2.89
2023 Families	26,954
2023 Average Family Size	2.85
2028 Families	26,535
2028 Average Family Size	2.82
2023-2028 Annual Rate	-0.31%
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%
2023 Housing Units	49,465
Owner Occupied Housing Units	62.8%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	11.0%
2028 Housing Units	48,960
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	11.1%
Median Household Income	
2023	\$48,529
2028	\$54,796
Median Home Value	
2023	\$126,832
2028	\$182,032
Per Capita Income	
2023	\$32,515
2028	\$37,444
Median Age	
2010	40.3
2023	42.6
2028	43.5

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2023 Households by Income

Household Income Base	44,012
<\$15,000	14.7%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	3.6%
\$200,000+	4.5%
Average Household Income	\$75,051

## 2028 Households by Income

Household Income Base	43,509
<\$15,000	13.9%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	4.5%
\$200,000+	5.6%
Average Household Income	\$85,294

## 2023 Owner Occupied Housing Units by Value

Total	31,041
<\$50,000	15.4%
\$50,000 - \$99,999	24.1%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	15.5%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$148,697

## 2028 Owner Occupied Housing Units by Value

Total	31,194
<\$50,000	11.3%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	15.4%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$192,297

**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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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%
2023 Population by Age	
Total	101,870
0 - 4	5.4%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	11.8%
25 - 34	11.8%
35 - 44	12.1%
45 - 54	11.5%
55 - 64	13.8%
65 - 74	12.4%
75 - 84	6.7%
85 +	2.7%
18 +	79.3%
2028 Population by Age	
Total	99,355
0 - 4	5.4%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	11.8%
25 - 34	10.9%
35 - 44	12.2%
45 - 54	11.9%
55 - 64	12.1%
65 - 74	12.9%
75 - 84	8.2%
85 +	3.0%
18 +	79.5%
2010 Population by Sex	
Males	52,950
Females	57,818
2023 Population by Sex	
Males	49,609
Females	52,261
2028 Population by Sex	
Males	48,320
Females	51,035

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# 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	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

## 2023 Population by Race/Ethnicity

Total	101,870
White Alone	72.2%
Black Alone	18.6%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	6.2%
Hispanic Origin	2.8%
Diversity Index	47.0

## 2028 Population by Race/Ethnicity

Total	99,355
White Alone	70.5%
Black Alone	19.2%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	7.0%
Hispanic Origin	3.0%
Diversity Index	49.2

## 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.

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<b>2023 Population 25+ by Educational Attainment</b>	
Total	72,357
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	30.2%
GED/Alternative Credential	6.1%
Some College, No Degree	21.7%
Associate Degree	9.7%
Bachelor's Degree	16.5%
Graduate/Professional Degree	8.4%
<b>2023 Population 15+ by Marital Status</b>	
Total	84,394
Never Married	31.2%
Married	50.1%
Widowed	7.1%
Divorced	11.6%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	48,232
Population 16+ Employed	93.6%
Population 16+ Unemployment rate	6.4%
Population 16-24 Employed	13.7%
Population 16-24 Unemployment rate	12.1%
Population 25-54 Employed	58.1%
Population 25-54 Unemployment rate	6.5%
Population 55-64 Employed	19.8%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	8.4%
Population 65+ Unemployment rate	2.1%
<b>2023 Employed Population 16+ by Industry</b>	
Total	45,125
Agriculture/Mining	2.2%
Construction	4.8%
Manufacturing	18.3%
Wholesale Trade	1.9%
Retail Trade	9.7%
Transportation/Utilities	6.8%
Information	1.4%
Finance/Insurance/Real Estate	5.4%
Services	44.9%
Public Administration	4.7%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	45,125
White Collar	56.4%
Management/Business/Financial	15.2%
Professional	21.6%
Sales	8.1%
Administrative Support	11.5%
Services	17.3%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.8%
Production	8.9%
Transportation/Material Moving	9.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2023



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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>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	129
Percent of Income for Mortgage	15.7%
Wealth Index	66
<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:** Esri forecasts for 2023 and 2028. 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)

## 2023 Consumer Spending

Apparel & Services: Total \$	\$68,229,966
Average Spent	\$1,550.26
Spending Potential Index	71
Education: Total \$	\$51,413,888
Average Spent	\$1,168.18
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$120,982,011
Average Spent	\$2,748.84
Spending Potential Index	73
Food at Home: Total \$	\$214,479,756
Average Spent	\$4,873.21
Spending Potential Index	72
Food Away from Home: Total \$	\$113,837,845
Average Spent	\$2,586.52
Spending Potential Index	69
Health Care: Total \$	\$246,659,533
Average Spent	\$5,604.37
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$91,955,359
Average Spent	\$2,089.32
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$29,517,477
Average Spent	\$670.67
Spending Potential Index	70
Shelter: Total \$	\$747,424,763
Average Spent	\$16,982.29
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$98,650,727
Average Spent	\$2,241.45
Spending Potential Index	72
Travel: Total \$	\$68,625,589
Average Spent	\$1,559.25
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$42,282,327
Average Spent	\$960.70
Spending Potential Index	73

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2023