



Retail Goods and Services Expenditures

Macon County, IL (17115)
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 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Midlife Constants (5E)	15.5%	Population	101,870	99,355
Salt of the Earth (6B)	14.4%	Households	44,012	43,509
Comfortable Empty Nesters (5A)	11.0%	Families	26,954	26,535
Traditional Living (12B)	8.4%	Median Age	42.6	43.5
Green Acres (6A)	7.6%	Median Household Income	\$48,529	\$54,796
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,550.26	\$68,229,966
Men's		69	\$283.05	\$12,457,378
Women's		71	\$533.05	\$23,460,412
Children's		71	\$235.62	\$10,370,275
Footwear		70	\$351.20	\$15,457,142
Watches & Jewelry		68	\$115.44	\$5,080,565
Apparel Products and Services (1)		72	\$31.90	\$1,404,194
Computer				
Computers and Hardware for Home Use		67	\$171.86	\$7,564,111
Portable Memory		72	\$3.30	\$145,239
Computer Software		67	\$9.73	\$428,128
Computer Accessories		71	\$17.66	\$777,204
Entertainment & Recreation		73	\$2,748.84	\$120,982,011
Fees and Admissions		67	\$478.45	\$21,057,346
Membership Fees for Clubs (2)		69	\$192.64	\$8,478,690
Fees for Participant Sports, excl. Trips		67	\$79.83	\$3,513,318
Tickets to Theatre/Operas/Concerts		70	\$38.24	\$1,683,124
Tickets to Movies		64	\$17.56	\$772,714
Tickets to Parks or Museums		70	\$19.51	\$858,697
Admission to Sporting Events, excl. Trips		77	\$44.92	\$1,976,969
Fees for Recreational Lessons		59	\$85.04	\$3,742,609
Dating Services		66	\$0.71	\$31,227
TV/Video/Audio		75	\$1,016.72	\$44,748,036
Cable and Satellite Television Services		77	\$660.53	\$29,071,222
Televisions		73	\$106.71	\$4,696,588
Satellite Dishes		71	\$1.21	\$53,232
VCRs, Video Cameras, and DVD Players		70	\$3.36	\$147,889
Miscellaneous Video Equipment		70	\$8.86	\$389,953
Video Cassettes and DVDs		70	\$4.58	\$201,569
Video Game Hardware/Accessories		75	\$30.04	\$1,322,250
Video Game Software		72	\$13.93	\$613,154
Rental/Streaming/Downloaded Video		72	\$88.37	\$3,889,262
Installation of Televisions		64	\$1.03	\$45,253
Audio (3)		71	\$95.81	\$4,216,746
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.29	\$100,919
Pets		76	\$696.06	\$30,635,036
Toys/Games/Crafts/Hobbies (4)		73	\$115.89	\$5,100,727
Recreational Vehicles and Fees (5)		76	\$114.40	\$5,034,857
Sports/Recreation/Exercise Equipment (6)		67	\$187.31	\$8,244,077
Photo Equipment and Supplies (7)		68	\$31.88	\$1,403,115
Reading (8)		70	\$89.03	\$3,918,419
Catered Affairs (9)		63	\$19.09	\$840,397
Food		71	\$7,459.73	\$328,317,601
Food at Home		72	\$4,873.21	\$214,479,756
Bakery and Cereal Products		72	\$637.01	\$28,036,116
Meats, Poultry, Fish, and Eggs		72	\$1,053.16	\$46,351,638
Dairy Products		71	\$468.82	\$20,633,743
Fruits and Vegetables		70	\$943.64	\$41,531,344
Snacks and Other Food at Home (10)		72	\$1,770.58	\$77,926,915
Food Away from Home		69	\$2,586.52	\$113,837,845
Alcoholic Beverages		70	\$469.52	\$20,664,648

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$27,253.50	\$1,199,481,202
Value of Retirement Plans	72	\$102,566.70	\$4,514,165,431
Value of Other Financial Assets	68	\$5,841.24	\$257,084,516
Vehicle Loan Amount excluding Interest	74	\$2,681.59	\$118,022,023
Value of Credit Card Debt	73	\$2,298.94	\$101,180,885
Health			
Nonprescription Drugs	78	\$132.77	\$5,843,354
Prescription Drugs	82	\$301.35	\$13,262,966
Eyeglasses and Contact Lenses	76	\$84.35	\$3,712,360
Home			
Mortgage Payment and Basics (11)	70	\$9,021.09	\$397,036,108
Maintenance and Remodeling Services	70	\$2,670.16	\$117,519,003
Maintenance and Remodeling Materials (12)	76	\$599.26	\$26,374,831
Utilities, Fuel, and Public Services	75	\$4,328.24	\$190,494,358
Household Furnishings and Equipment			
Household Textiles (13)	70	\$85.42	\$3,759,312
Furniture	72	\$590.41	\$25,984,999
Rugs	70	\$29.23	\$1,286,585
Major Appliances (14)	73	\$384.85	\$16,938,178
Housewares (15)	70	\$74.79	\$3,291,774
Small Appliances	69	\$50.08	\$2,204,288
Luggage	67	\$9.57	\$421,339
Telephones and Accessories	69	\$74.19	\$3,265,053
Household Operations			
Child Care	66	\$343.57	\$15,121,258
Lawn and Garden (16)	75	\$501.71	\$22,081,144
Moving/Storage/Freight Express	66	\$59.44	\$2,615,906
Housekeeping Supplies (17)	73	\$682.81	\$30,051,677
Insurance			
Owners and Renters Insurance	78	\$606.85	\$26,708,596
Vehicle Insurance	72	\$1,566.70	\$68,953,382
Life/Other Insurance	74	\$515.31	\$22,679,917
Health Insurance	76	\$3,764.20	\$165,670,077
Personal Care Products (18)	70	\$389.01	\$17,121,287
School Books and Supplies (19)	69	\$92.39	\$4,066,127
Smoking Products	82	\$357.58	\$15,737,755
Transportation			
Payments on Vehicles excluding Leases	75	\$2,255.63	\$99,274,966
Gasoline and Motor Oil	73	\$1,845.03	\$81,203,246
Vehicle Maintenance and Repairs	73	\$960.70	\$42,282,327
Travel			
Airline Fares	65	\$304.45	\$13,399,629
Lodging on Trips	70	\$507.31	\$22,327,732
Auto/Truck Rental on Trips	70	\$55.41	\$2,438,568
Food and Drink on Trips	70	\$390.78	\$17,199,081

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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