



# Market Profile

Zion City, IL  
 Zion city, IL (1784220)  
 Place

Zion city, IL (1...

Population Summary	
2000 Total Population	23,485
2010 Total Population	24,413
2014 Total Population	24,091
2014 Group Quarters	411
2019 Total Population	23,973
2014-2019 Annual Rate	-0.10%
Household Summary	
2000 Households	7,773
2000 Average Household Size	2.95
2010 Households	8,034
2010 Average Household Size	2.98
2014 Households	7,960
2014 Average Household Size	2.97
2019 Households	7,942
2019 Average Household Size	2.97
2014-2019 Annual Rate	-0.05%
2010 Families	5,823
2010 Average Family Size	3.54
2014 Families	5,789
2014 Average Family Size	3.52
2019 Families	5,753
2019 Average Family Size	3.51
2014-2019 Annual Rate	-0.12%
Housing Unit Summary	
2000 Housing Units	8,295
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	6.3%
2010 Housing Units	9,062
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	36.1%
Vacant Housing Units	11.3%
2014 Housing Units	9,092
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	12.5%
2019 Housing Units	9,127
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	13.0%
Median Household Income	
2014	\$47,476
2019	\$53,751
Median Home Value	
2014	\$156,543
2019	\$183,473
Per Capita Income	
2014	\$20,593
2019	\$23,633
Median Age	
2010	31.6
2014	32.3
2019	32.4

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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### 2014 Households by Income

Household Income Base	7,960
<\$15,000	14.2%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	1.9%
\$200,000+	2.3%

Average Household Income \$61,806

### 2019 Households by Income

Household Income Base	7,944
<\$15,000	13.1%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	2.9%
\$200,000+	3.0%

Average Household Income \$70,708

### 2014 Owner Occupied Housing Units by Value

Total	4,696
<\$50,000	1.7%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	32.8%
\$150,000 - \$199,999	28.2%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	2.9%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.5%

Average Home Value \$173,382

### 2019 Owner Occupied Housing Units by Value

Total	4,712
<\$50,000	1.1%
\$50,000 - \$99,999	7.8%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	32.9%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.6%

Average Home Value \$214,129

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	24,413
0 - 4	8.0%
5 - 9	8.4%
10 - 14	9.1%
15 - 24	15.6%
25 - 34	13.6%
35 - 44	13.9%
45 - 54	13.8%
55 - 64	8.9%
65 - 74	4.5%
75 - 84	2.8%
85 +	1.4%
18 +	68.7%

## 2014 Population by Age

Total	24,093
0 - 4	7.8%
5 - 9	7.4%
10 - 14	7.8%
15 - 24	16.7%
25 - 34	13.8%
35 - 44	12.7%
45 - 54	13.3%
55 - 64	10.9%
65 - 74	5.5%
75 - 84	2.8%
85 +	1.4%
18 +	72.0%

## 2019 Population by Age

Total	23,973
0 - 4	8.1%
5 - 9	7.4%
10 - 14	7.1%
15 - 24	14.5%
25 - 34	16.6%
35 - 44	12.2%
45 - 54	11.6%
55 - 64	11.3%
65 - 74	6.7%
75 - 84	3.0%
85 +	1.5%
18 +	73.0%

## 2010 Population by Sex

Males	11,679
Females	12,734

## 2014 Population by Sex

Males	11,631
Females	12,462

## 2019 Population by Sex

Males	11,605
Females	12,368

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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### 2010 Population by Race/Ethnicity

Total	24,413
White Alone	48.9%
Black Alone	31.0%
American Indian Alone	0.4%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.3%
Two or More Races	5.0%
Hispanic Origin	27.7%
Diversity Index	79.9

### 2014 Population by Race/Ethnicity

Total	24,090
White Alone	49.0%
Black Alone	29.7%
American Indian Alone	0.4%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.0%
Two or More Races	5.4%
Hispanic Origin	29.3%
Diversity Index	80.8

### 2019 Population by Race/Ethnicity

Total	23,974
White Alone	47.1%
Black Alone	29.5%
American Indian Alone	0.4%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	14.4%
Two or More Races	5.8%
Hispanic Origin	32.4%
Diversity Index	82.6

### 2010 Population by Relationship and Household Type

Total	24,413
In Households	98.2%
In Family Households	87.3%
Householder	23.9%
Spouse	15.0%
Child	40.2%
Other relative	5.5%
Nonrelative	2.9%
In Nonfamily Households	10.9%
In Group Quarters	1.8%
Institutionalized Population	1.6%
Noninstitutionalized Population	0.2%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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### 2014 Population 25+ by Educational Attainment

Total	14,513
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	12.9%
High School Graduate	24.7%
GED/Alternative Credential	6.9%
Some College, No Degree	27.9%
Associate Degree	7.8%
Bachelor's Degree	10.1%
Graduate/Professional Degree	4.9%

### 2014 Population 15+ by Marital Status

Total	18,530
Never Married	36.5%
Married	47.0%
Widowed	4.5%
Divorced	12.0%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	84.4%
Civilian Unemployed	15.6%

### 2014 Employed Population 16+ by Industry

Total	10,235
Agriculture/Mining	0.3%
Construction	4.4%
Manufacturing	15.1%
Wholesale Trade	3.3%
Retail Trade	16.7%
Transportation/Utilities	6.0%
Information	0.7%
Finance/Insurance/Real Estate	5.4%
Services	42.7%
Public Administration	5.4%

### 2014 Employed Population 16+ by Occupation

Total	10,234
White Collar	57.5%
Management/Business/Financial	11.2%
Professional	16.4%
Sales	11.6%
Administrative Support	18.3%
Services	18.8%
Blue Collar	23.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	2.9%
Production	8.5%
Transportation/Material Moving	8.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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### 2010 Households by Type

Total	8,034
Households with 1 Person	23.3%
Households with 2+ People	76.7%
Family Households	72.5%
Husband-wife Families	45.5%
With Related Children	25.7%
Other Family (No Spouse Present)	26.9%
Other Family with Male Householder	6.3%
With Related Children	4.1%
Other Family with Female Householder	20.6%
With Related Children	15.5%
Nonfamily Households	4.3%

All Households with Children 45.9%

Multigenerational Households	7.2%
Unmarried Partner Households	6.7%
Male-female	6.3%
Same-sex	0.4%

### 2010 Households by Size

Total	8,034
1 Person Household	23.3%
2 Person Household	24.7%
3 Person Household	17.6%
4 Person Household	15.3%
5 Person Household	10.2%
6 Person Household	5.2%
7 + Person Household	3.7%

### 2010 Households by Tenure and Mortgage Status

Total	8,034
Owner Occupied	59.3%
Owned with a Mortgage/Loan	50.1%
Owned Free and Clear	9.2%
Renter Occupied	40.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

August 15, 2014



# Household Income Profile

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Summary	2014	2019	2014-2019 Change	2014-2019 Annual Rate
Population	24,091	23,973	-118	-0.10%
Households	7,960	7,942	-18	-0.05%
Median Age	32.3	32.4	0.1	0.06%
Average Household Size	2.97	2.97	0.00	0.00%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
Household	7,960	100%	7,944	100%
<\$15,000	1,132	14.2%	1,037	13.1%
\$15,000-\$24,999	830	10.4%	618	7.8%
\$25,000-\$34,999	820	10.3%	674	8.5%
\$35,000-\$49,999	1,372	17.2%	1,335	16.8%
\$50,000-\$74,999	1,508	18.9%	1,464	18.4%
\$75,000-\$99,999	979	12.3%	1,148	14.5%
\$100,000-\$149,999	990	12.4%	1,202	15.1%
\$150,000-\$199,999	148	1.9%	230	2.9%
\$200,000+	181	2.3%	236	3.0%
Median Household Income	\$47,476		\$53,751	
Average Household Income	\$61,806		\$70,708	
Per Capita Income	\$20,593		\$23,633	

**Data Note:** Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



# Household Income Profile

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2014 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	346	1,392	1,560	1,778	1,547	786	548
<\$15,000	103	200	138	183	237	137	133
\$15,000-\$24,999	60	154	112	115	145	109	135
\$25,000-\$34,999	40	152	175	166	132	87	67
\$35,000-\$49,999	57	225	268	267	242	197	115
\$50,000-\$74,999	50	285	300	388	303	128	54
\$75,000-\$99,999	23	167	183	301	220	57	28
\$100,000-\$149,999	12	159	297	253	198	57	14
\$150,000-\$199,999	1	23	28	59	27	8	2
\$200,000+	0	27	59	46	43	6	0
Median HH Income	\$26,992	\$46,956	\$55,312	\$57,702	\$50,948	\$38,250	\$25,675
Average HH Income	\$35,800	\$59,642	\$73,484	\$71,090	\$64,386	\$47,718	\$33,619
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	29.8%	14.4%	8.8%	10.3%	15.3%	17.4%	24.3%
\$15,000-\$24,999	17.3%	11.1%	7.2%	6.5%	9.4%	13.9%	24.6%
\$25,000-\$34,999	11.6%	10.9%	11.2%	9.3%	8.5%	11.1%	12.2%
\$35,000-\$49,999	16.5%	16.2%	17.2%	15.0%	15.6%	25.1%	21.0%
\$50,000-\$74,999	14.5%	20.5%	19.2%	21.8%	19.6%	16.3%	9.9%
\$75,000-\$99,999	6.6%	12.0%	11.7%	16.9%	14.2%	7.3%	5.1%
\$100,000-\$149,999	3.5%	11.4%	19.0%	14.2%	12.8%	7.3%	2.6%
\$150,000-\$199,999	0.3%	1.7%	1.8%	3.3%	1.7%	1.0%	0.4%
\$200,000+	0.0%	1.9%	3.8%	2.6%	2.8%	0.8%	0.0%

**Data Note:** Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.





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2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	288	1,642	1,440	1,509	1,557	930	575
<\$15,000	79	213	110	139	211	149	136
\$15,000-\$24,999	38	137	78	71	101	92	100
\$25,000-\$34,999	28	148	127	116	105	87	63
\$35,000-\$49,999	51	259	230	206	228	222	139
\$50,000-\$74,999	50	338	260	302	284	160	70
\$75,000-\$99,999	26	232	204	294	267	87	38
\$100,000-\$149,999	13	229	330	257	252	100	21
\$150,000-\$199,999	3	39	35	71	49	24	8
\$200,000+	0	47	66	53	60	9	0
Median HH Income	\$34,544	\$53,265	\$64,655	\$66,380	\$59,384	\$42,757	\$32,738
Average HH Income	\$41,195	\$68,906	\$83,767	\$80,842	\$76,349	\$56,510	\$39,394
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	27.4%	13.0%	7.6%	9.2%	13.6%	16.0%	23.7%
\$15,000-\$24,999	13.2%	8.3%	5.4%	4.7%	6.5%	9.9%	17.4%
\$25,000-\$34,999	9.7%	9.0%	8.8%	7.7%	6.7%	9.4%	11.0%
\$35,000-\$49,999	17.7%	15.8%	16.0%	13.7%	14.6%	23.9%	24.2%
\$50,000-\$74,999	17.4%	20.6%	18.1%	20.0%	18.2%	17.2%	12.2%
\$75,000-\$99,999	9.0%	14.1%	14.2%	19.5%	17.1%	9.4%	6.6%
\$100,000-\$149,999	4.5%	13.9%	22.9%	17.0%	16.2%	10.8%	3.7%
\$150,000-\$199,999	1.0%	2.4%	2.4%	4.7%	3.1%	2.6%	1.4%
\$200,000+	0.0%	2.9%	4.6%	3.5%	3.9%	1.0%	0.0%

**Data Note:** Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



# Housing Profile

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Population		Households	
2010 Total Population	24,413	2014 Median Household Income	\$47,476
2014 Total Population	24,091	2019 Median Household Income	\$53,751
2019 Total Population	23,973	2014-2019 Annual Rate	2.51%
2014-2019 Annual Rate	-0.10%		

Housing Units by Occupancy Status and Tenure	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	9,062	100.0%	9,092	100.0%	9,127	100.0%
Occupied	8,034	88.7%	7,959	87.5%	7,942	87.0%
Owner	4,766	52.6%	4,696	51.6%	4,712	51.6%
Renter	3,268	36.1%	3,263	35.9%	3,230	35.4%
Vacant	1,028	11.3%	1,132	12.5%	1,185	13.0%

Owner Occupied Housing Units by Value	2014		2019	
	Number	Percent	Number	Percent
Total	4,696	100.0%	4,712	100.0%
<\$50,000	78	1.7%	54	1.1%
\$50,000-\$99,999	555	11.8%	367	7.8%
\$100,000-\$149,999	1,542	32.8%	898	19.1%
\$150,000-\$199,999	1,322	28.2%	1,549	32.9%
\$200,000-\$249,999	690	14.7%	894	19.0%
\$250,000-\$299,999	291	6.2%	415	8.8%
\$300,000-\$399,999	136	2.9%	259	5.5%
\$400,000-\$499,999	17	0.4%	63	1.3%
\$500,000-\$749,999	38	0.8%	139	2.9%
\$750,000-\$999,999	4	0.1%	45	1.0%
\$1,000,000+	23	0.5%	29	0.6%
Median Value	\$156,543		\$183,473	
Average Value	\$173,382		\$214,129	

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



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Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	4,766	100.0%
Owned with a Mortgage/Loan	4,026	84.5%
Owned Free and Clear	740	15.5%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,028	100.0%
For Rent	504	49.0%
Rented- Not Occupied	4	0.4%
For Sale Only	158	15.4%
Sold - Not Occupied	31	3.0%
Seasonal/Recreational/Occasional Use	12	1.2%
For Migrant Workers	0	0.0%
Other Vacant	319	31.0%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	8,034	4,766	59.3%
15-24	353	59	16.7%
25-34	1,437	632	44.0%
35-44	1,772	1,103	62.2%
45-54	1,921	1,256	65.4%
55-64	1,313	893	68.0%
65-74	673	459	68.2%
75-84	408	275	67.4%
85+	157	89	56.7%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	8,034	4,766	59.3%
White Alone	4,332	3,009	69.5%
Black/African American	2,575	1,022	39.7%
American Indian/Alaska	44	27	61.4%
Asian Alone	158	119	75.3%
Pacific Islander Alone	7	4	57.1%
Other Race Alone	696	478	68.7%
Two or More Races	222	107	48.2%
Hispanic Origin	1,549	1,003	64.8%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	8,034	4,766	59.3%
1-Person	1,868	780	41.8%
2-Person	1,985	1,311	66.0%
3-Person	1,417	868	61.3%
4-Person	1,233	807	65.5%
5-Person	819	523	63.9%
6-Person	415	274	66.0%
7+ Person	297	203	68.4%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Business Summary

Zion City, IL  
 Zion city, IL (1784220)  
 Geography: Place

Data for all businesses in area	Zion city, IL (1...
Total Businesses:	875
Total Employees:	5,740
Total Residential Population:	24,091
Employee/Residential Population Ratio:	0.24:1

by SIC Codes	Employees			
	Number	Percent	Number	Percent
Agriculture & Mining	24	2.7%	41	0.7%
Construction	75	8.6%	268	4.7%
Manufacturing	28	3.2%	287	5.0%
Transportation	29	3.3%	138	2.4%
Communication	11	1.3%	16	0.3%
Utility	6	0.7%	75	1.3%
Wholesale Trade	21	2.4%	148	2.6%
<b>Retail Trade Summary</b>	<b>144</b>	<b>16.5%</b>	<b>1,481</b>	<b>25.8%</b>
Home Improvement	2	0.2%	25	0.4%
General Merchandise Stores	8	0.9%	461	8.0%
Food Stores	15	1.7%	326	5.7%
Auto Dealers, Gas Stations, Auto Aftermarket	13	1.5%	78	1.4%
Apparel & Accessory Stores	8	0.9%	21	0.4%
Furniture & Home Furnishings	8	0.9%	31	0.5%
Eating & Drinking Places	43	4.9%	365	6.4%
Miscellaneous Retail	47	5.4%	174	3.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>35</b>	<b>4.0%</b>	<b>184</b>	<b>3.2%</b>
Banks, Savings & Lending Institutions	8	0.9%	70	1.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	7	0.8%	24	0.4%
Real Estate, Holding, Other Investment Offices	20	2.3%	90	1.6%
<b>Services Summary</b>	<b>411</b>	<b>47.0%</b>	<b>2,652</b>	<b>46.2%</b>
Hotels & Lodging	7	0.8%	11	0.2%
Automotive Services	22	2.5%	78	1.4%
Motion Pictures & Amusements	17	1.9%	103	1.8%
Health Services	40	4.6%	775	13.5%
Legal Services	1	0.1%	2	0.0%
Education Institutions & Libraries	23	2.6%	428	7.5%
Other Services	301	34.4%	1,255	21.9%
<b>Government</b>	<b>14</b>	<b>1.6%</b>	<b>450</b>	<b>7.8%</b>
<b>Unclassified Establishments</b>	<b>77</b>	<b>8.8%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>875</b>	<b>100.0%</b>	<b>5,740</b>	<b>100.0%</b>

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# Business Summary

Zion City, IL  
 Zion city, IL (1784220)  
 Geography: Place

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.6%	7	0.1%
Mining	0	0.0%	0	0.0%
Utilities	4	0.5%	61	1.1%
Construction	76	8.7%	270	4.7%
Manufacturing	30	3.4%	299	5.2%
Wholesale Trade	21	2.4%	148	2.6%
Retail Trade	99	11.3%	1,104	19.2%
Motor Vehicle & Parts Dealers	9	1.0%	61	1.1%
Furniture & Home Furnishings Stores	3	0.3%	11	0.2%
Electronics & Appliance Stores	5	0.6%	20	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.2%	25	0.4%
Food & Beverage Stores	12	1.4%	313	5.5%
Health & Personal Care Stores	6	0.7%	69	1.2%
Gasoline Stations	4	0.5%	17	0.3%
Clothing & Clothing Accessories Stores	11	1.3%	25	0.4%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	15	0.3%
General Merchandise Stores	8	0.9%	461	8.0%
Miscellaneous Store Retailers	26	3.0%	59	1.0%
Nonstore Retailers	5	0.6%	28	0.5%
Transportation & Warehousing	29	3.3%	142	2.5%
Information	17	1.9%	78	1.4%
Finance & Insurance	16	1.8%	99	1.7%
Central Bank/Credit Intermediation & Related Activities	8	0.9%	70	1.2%
Securities, Commodity Contracts & Other Financial	1	0.1%	5	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	7	0.8%	24	0.4%
Real Estate, Rental & Leasing	23	2.6%	100	1.7%
Professional, Scientific & Tech Services	70	8.0%	117	2.0%
Legal Services	2	0.2%	3	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	90	10.3%	207	3.6%
Educational Services	22	2.5%	383	6.7%
Health Care & Social Assistance	75	8.6%	1,081	18.8%
Arts, Entertainment & Recreation	17	1.9%	89	1.6%
Accommodation & Food Services	50	5.7%	376	6.6%
Accommodation	7	0.8%	11	0.2%
Food Services & Drinking Places	43	4.9%	365	6.4%
Other Services (except Public Administration)	140	16.0%	729	12.7%
Automotive Repair & Maintenance	20	2.3%	70	1.2%
Public Administration	14	1.6%	450	7.8%
Unclassified Establishments	77	8.8%	0	0.0%
<b>Total</b>	<b>875</b>	<b>100.0%</b>	<b>5,740</b>	<b>100.0%</b>

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

August 15, 2014



# Retail MarketPlace Profile

Zion City, IL  
 Zion city (1784220)  
 Geography: Place

## Summary Demographics

2013 Population	24,405
2013 Households	8,034
2013 Median Disposable Income	\$36,440
2013 Per Capita Income	\$19,975

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$196,319,367	\$217,799,982	-\$21,480,615	-5.2	126
Total Retail Trade	44-45	\$176,531,969	\$207,799,638	-\$31,267,669	-8.1	105
Total Food & Drink	722	\$19,787,398	\$10,000,344	\$9,787,054	32.9	21

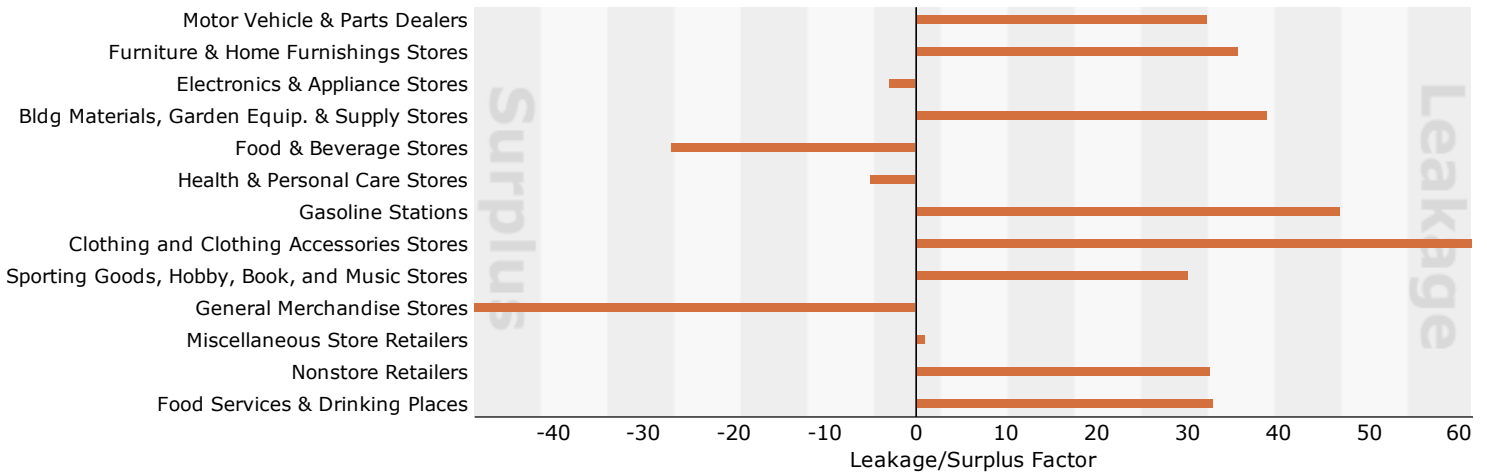
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,593,303	\$17,235,237	\$16,358,066	32.2	6
Automobile Dealers	4411	\$29,110,689	\$14,195,902	\$14,914,787	34.4	2
Other Motor Vehicle Dealers	4412	\$1,894,432	\$663,434	\$1,230,998	48	2
Auto Parts, Accessories & Tire Stores	4413	\$2,588,182	\$2,375,901	\$212,281	4.3	2
Furniture & Home Furnishings Stores	442	\$3,778,338	\$1,790,069	\$1,988,269	35.7	2
Furniture Stores	4421	\$2,270,777	\$0	\$2,270,777	100.0	0
Home Furnishings Stores	4422	\$1,507,561	\$1,790,069	-\$282,508	-8.6	2
Electronics & Appliance Stores	443	\$4,832,575	\$5,121,430	-\$288,855	-2.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,863,155	\$2,580,308	\$3,282,847	38.9	2
Bldg Material & Supplies Dealers	4441	\$4,954,870	\$2,580,308	\$2,374,562	31.5	2
Lawn & Garden Equip & Supply Stores	4442	\$908,285	\$0	\$908,285	100.0	0
Food & Beverage Stores	445	\$28,653,786	\$49,749,718	-\$21,095,932	-26.9	11
Grocery Stores	4451	\$25,522,603	\$48,850,260	-\$23,327,657	-31.4	7
Specialty Food Stores	4452	\$855,533	\$899,458	-\$43,925	-2.5	4
Beer, Wine & Liquor Stores	4453	\$2,275,650	\$0	\$2,275,650	100.0	0
Health & Personal Care Stores	446,4461	\$14,720,458	\$16,262,836	-\$1,542,378	-5.0	5
Gasoline Stations	447,4471	\$18,573,612	\$6,697,559	\$11,876,053	47.0	4
Clothing & Clothing Accessories Stores	448	\$11,049,957	\$2,637,478	\$8,412,479	61.5	11
Clothing Stores	4481	\$7,932,879	\$1,068,984	\$6,863,895	76.2	6
Shoe Stores	4482	\$1,667,143	\$0	\$1,667,143	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,449,935	\$1,568,494	-\$118,559	-3.9	5
Sporting Goods, Hobby, Book & Music Stores	451	\$4,626,870	\$2,479,709	\$2,147,161	30.2	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,583,920	\$2,219,834	\$1,364,086	23.5	10
Book, Periodical & Music Stores	4512	\$1,042,950	\$259,875	\$783,075	60.1	2
General Merchandise Stores	452	\$31,664,914	\$91,737,962	-\$60,073,048	-48.7	6
Department Stores Excluding Leased Depts.	4521	\$12,128,330	\$3,826,557	\$8,301,773	52.0	3
Other General Merchandise Stores	4529	\$19,536,584	\$87,911,405	-\$68,374,821	-63.6	3
Miscellaneous Store Retailers	453	\$3,766,177	\$3,677,721	\$88,456	1.2	33
Florists	4531	\$198,809	\$449,682	-\$250,873	-38.7	1
Office Supplies, Stationery & Gift Stores	4532	\$632,027	\$686,328	-\$54,301	-4.1	11
Used Merchandise Stores	4533	\$363,297	\$580,617	-\$217,320	-23.0	3
Other Miscellaneous Store Retailers	4539	\$2,572,044	\$1,961,094	\$610,950	13.5	18
Nonstore Retailers	454	\$15,408,824	\$7,829,611	\$7,579,213	32.6	9
Electronic Shopping & Mail-Order Houses	4541	\$13,643,058	\$6,325,010	\$7,318,048	36.6	3
Vending Machine Operators	4542	\$494,653	\$380,070	\$114,583	13.1	2
Direct Selling Establishments	4543	\$1,271,113	\$1,124,531	\$146,582	6.1	4
Food Services & Drinking Places	722	\$19,787,398	\$10,000,344	\$9,787,054	32.9	21
Full-Service Restaurants	7221	\$8,762,300	\$4,112,923	\$4,649,377	36.1	9
Limited-Service Eating Places	7222	\$9,139,429	\$5,174,706	\$3,964,723	27.7	9
Special Food Services	7223	\$887,355	\$0	\$887,355	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$998,314	\$712,715	\$285,599	16.7	3

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

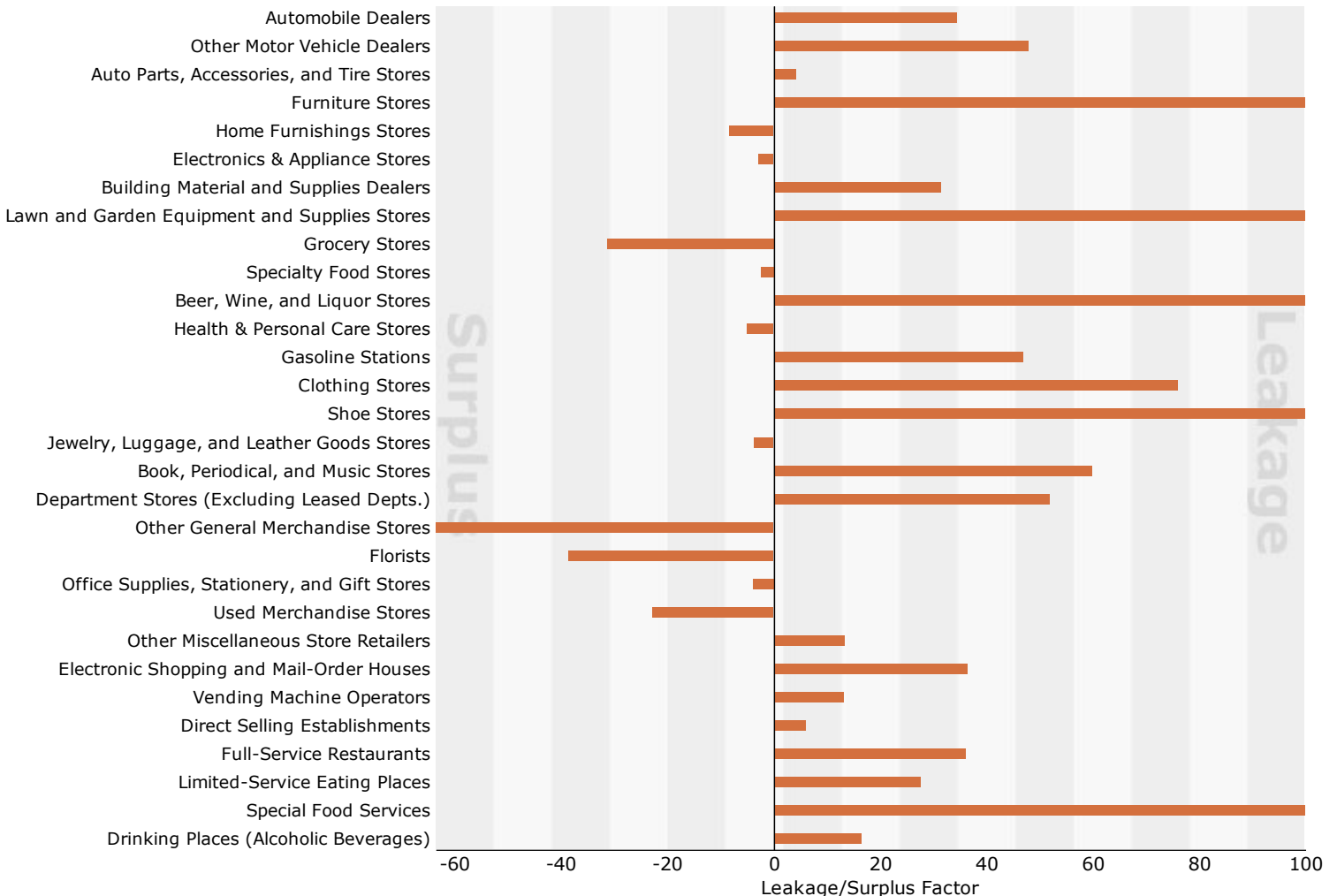
**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Zion City, IL  
 Zion city (1784220)  
 Geography: Place

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Goods and Services Expenditures

Zion City, IL  
 Zion city, IL (1784220)  
 Place

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Up and Coming Families	28.8%	Population	24,405	24,369
Industrious Urban Fringe	21.5%	Households	8,034	8,041
Main Street, USA	17.2%	Families	5,839	5,803
Milk and Cookies	8.0%	Median Age	32.4	32.8
Cozy and Comfortable	6.2%	Median Household Income	\$44,971	\$51,775
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		57	\$1,285.98	\$10,331,560
Men's		54	\$227.07	\$1,824,305
Women's		48	\$381.82	\$3,067,514
Children's		65	\$242.64	\$1,949,391
Footwear		41	\$176.75	\$1,419,977
Watches & Jewelry		86	\$129.61	\$1,041,249
Apparel Products and Services (1)		135	\$128.10	\$1,029,125
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$173.66	\$1,395,215
Portable Memory		90	\$6.82	\$54,802
Computer Software		90	\$17.71	\$142,289
Computer Accessories		84	\$13.96	\$112,140
<b>Entertainment &amp; Recreation</b>		86	\$2,784.04	\$22,367,003
Fees and Admissions		87	\$548.70	\$4,408,237
Membership Fees for Clubs (2)		85	\$142.05	\$1,141,246
Fees for Participant Sports, excl. Trips		90	\$106.85	\$858,420
Admission to Movie/Theatre/Opera/Ballet		89	\$139.16	\$1,118,044
Admission to Sporting Events, excl. Trips		86	\$53.87	\$432,769
Fees for Recreational Lessons		86	\$106.40	\$854,828
Dating Services		84	\$0.36	\$2,930
TV/Video/Audio		83	\$1,071.30	\$8,606,849
Cable and Satellite Television Services		81	\$699.72	\$5,621,535
Televisions		87	\$138.83	\$1,115,344
Satellite Dishes		83	\$1.31	\$10,522
VCRs, Video Cameras, and DVD Players		91	\$11.69	\$93,905
Miscellaneous Video Equipment		93	\$7.19	\$57,797
Video Cassettes and DVDs		89	\$31.41	\$252,313
Video Game Hardware/Accessories		90	\$24.21	\$194,496
Video Game Software		87	\$25.93	\$208,285
Streaming/Downloaded Video		93	\$3.48	\$27,988
Rental of Video Cassettes and DVDs		91	\$25.03	\$201,063
Installation of Televisions		83	\$0.71	\$5,736
Audio (3)		85	\$98.06	\$787,820
Rental and Repair of TV/Radio/Sound Equipment		78	\$3.74	\$30,045
Pets		98	\$519.91	\$4,176,927
Toys and Games (4)		85	\$117.66	\$945,267
Recreational Vehicles and Fees (5)		80	\$180.99	\$1,454,043
Sports/Recreation/Exercise Equipment (6)		74	\$132.74	\$1,066,439
Photo Equipment and Supplies (7)		86	\$66.89	\$537,408
Reading (8)		80	\$123.65	\$993,406
Catered Affairs (9)		84	\$22.21	\$178,428
<b>Food</b>		84	\$6,937.52	\$55,735,997
Food at Home		83	\$4,192.20	\$33,680,127
Bakery and Cereal Products		82	\$580.86	\$4,666,667
Meats, Poultry, Fish, and Eggs		84	\$924.04	\$7,423,741
Dairy Products		83	\$445.22	\$3,576,907
Fruits and Vegetables		84	\$801.70	\$6,440,839
Snacks and Other Food at Home (10)		83	\$1,440.38	\$11,571,974
Food Away from Home		86	\$2,745.32	\$22,055,869
Alcoholic Beverages		85	\$451.06	\$3,623,832
Nonalcoholic Beverages at Home		83	\$393.26	\$3,159,431

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.





## Retail Goods and Services Expenditures

Zion City, IL  
Zion city, IL (1784220)  
Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	95	\$1,961.04	\$15,755,007
Vehicle Loans	87	\$3,343.92	\$26,865,070
<b>Health</b>			
Nonprescription Drugs	80	\$99.70	\$800,983
Prescription Drugs	76	\$365.81	\$2,938,955
Eyeglasses and Contact Lenses	79	\$68.39	\$549,446
<b>Home</b>			
Mortgage Payment and Basics (11)	87	\$8,286.65	\$66,574,941
Maintenance and Remodeling Services	79	\$1,286.75	\$10,337,723
Maintenance and Remodeling Materials (12)	76	\$221.96	\$1,783,216
Utilities, Fuel, and Public Services	82	\$4,152.34	\$33,359,934
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$88.23	\$708,826
Furniture	85	\$411.16	\$3,303,270
Rugs	73	\$18.66	\$149,902
Major Appliances (14)	83	\$229.56	\$1,844,306
Housewares (15)	74	\$55.04	\$442,228
Small Appliances	82	\$36.52	\$293,393
Luggage	88	\$7.85	\$63,084
Telephones and Accessories	81	\$43.25	\$347,497
<b>Household Operations</b>			
Child Care	93	\$411.67	\$3,307,319
Lawn and Garden (16)	76	\$323.32	\$2,597,573
Moving/Storage/Freight Express	87	\$56.92	\$457,265
Housekeeping Supplies (17)	82	\$586.11	\$4,708,794
<b>Insurance</b>			
Owners and Renters Insurance	80	\$395.45	\$3,177,020
Vehicle Insurance	85	\$1,006.01	\$8,082,283
Life/Other Insurance	77	\$335.85	\$2,698,257
Health Insurance	79	\$1,968.12	\$15,811,870
Personal Care Products (18)	87	\$386.38	\$3,104,181
School Books and Supplies (19)	84	\$157.57	\$1,265,902
Smoking Products	75	\$366.69	\$2,946,007
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	85	\$3,052.77	\$24,525,930
Gasoline and Motor Oil	84	\$2,612.56	\$20,989,318
Vehicle Maintenance and Repairs	85	\$925.08	\$7,432,120
<b>Travel</b>			
Airline Fares	87	\$401.49	\$3,225,535
Lodging on Trips	81	\$346.19	\$2,781,283
Auto/Truck/Van Rental on Trips	86	\$29.05	\$233,363
Food and Drink on Trips	84	\$366.40	\$2,943,664

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 15, 2014



## Retail Goods and Services Expenditures

Zion City, IL  
Zion city, IL (1784220)  
Place

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

Zion City, IL  
 Zion city, IL (1784220)  
 Place

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		24,405	24,369
Households		8,034	8,041
Families		5,839	5,803
Median Age		32.4	32.8
Median Household Income		\$44,971	\$51,775
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	87	\$548.70	\$4,408,237
Admission to Movies, Theater, Opera, Ballet	89	\$139.16	\$1,118,044
Admission to Sporting Events, excl.Trips	86	\$53.87	\$432,769
Fees for Participant Sports, excl.Trips	90	\$106.85	\$858,420
Fees for Recreational Lessons	86	\$106.40	\$854,828
Membership Fees for Social/Recreation/Civic Clubs	85	\$142.05	\$1,141,246
Dating Services	84	\$0.36	\$2,930
Rental of Video Cassettes and DVDs	91	\$25.03	\$201,063
<b>Toys &amp; Games</b>	85	\$117.66	\$945,267
Toys and Playground Equipment	84	\$111.70	\$897,417
Play Arcade Pinball/Video Games	89	\$2.74	\$22,045
Online Entertainment and Games	89	\$3.21	\$25,805
<b>Recreational Vehicles and Fees</b>	80	\$180.99	\$1,454,043
Docking and Landing Fees for Boats and Planes	81	\$9.85	\$79,114
Camp Fees	96	\$34.93	\$280,658
Purchase of RVs or Boats	77	\$128.95	\$1,035,980
Rental of RVs or Boats	87	\$7.26	\$58,290
<b>Sports, Recreation and Exercise Equipment</b>	74	\$132.74	\$1,066,439
Exercise Equipment and Gear, Game Tables	82	\$55.64	\$447,040
Bicycles	90	\$23.11	\$185,631
Camping Equipment	48	\$8.87	\$71,230
Hunting and Fishing Equipment	58	\$23.55	\$189,191
Winter Sports Equipment	88	\$6.20	\$49,823
Water Sports Equipment	78	\$5.23	\$42,037
Other Sports Equipment	80	\$6.86	\$55,113
Rental/Repair of Sports/Recreation/Exercise Equipment	86	\$3.28	\$26,373
<b>Photographic Equipment and Supplies</b>	86	\$66.89	\$537,408
Film	79	\$1.14	\$9,184
Film Processing	83	\$11.53	\$92,602
Photographic Equipment	87	\$30.76	\$247,092
Photographer Fees/Other Supplies & Equip Rental/Repair	86	\$23.47	\$188,529
<b>Reading</b>	80	\$123.65	\$993,406
Magazine/Newspaper Subscriptions	75	\$40.96	\$329,111
Magazine/Newspaper Single Copies	77	\$12.99	\$104,399
Books	84	\$54.52	\$438,045
Digital Book Readers	86	\$15.17	\$121,851

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Medical Expenditures

Zion City, IL  
 Zion city, IL (1784220)  
 Place

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		24,405	24,369
Households		8,034	8,041
Families		5,839	5,803
Median Household Income		\$44,971	\$51,775
Males per 100 Females		93.3	93.8
<b>Population By Age</b>			
Population <5 Years		7.7%	8.0%
Population 65+ Years		9.5%	11.2%
Median Age		32.4	32.8
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	79	\$3,539.18	\$28,433,736
<b>Medical Care</b>	80	\$1,571.06	\$12,621,866
Physician Services	84	\$211.87	\$1,702,127
Dental Services	81	\$311.78	\$2,504,846
Eyecare Services	80	\$40.93	\$328,834
Lab Tests, X-Rays	80	\$51.37	\$412,731
Hospital Room and Hospital Services	82	\$136.76	\$1,098,693
Convalescent or Nursing Home Care	69	\$10.19	\$81,860
Other Medical services (1)	85	\$92.89	\$746,284
Nonprescription Drugs	80	\$99.70	\$800,983
Prescription Drugs	76	\$365.81	\$2,938,955
Nonprescription Vitamins	84	\$55.16	\$443,137
Medicare Prescription Drug Premium	69	\$57.76	\$464,064
Eyeglasses and Contact Lenses	79	\$68.39	\$549,446
Hearing Aids	69	\$14.04	\$112,782
Medical Equipment for General Use	80	\$3.52	\$28,248
Other Medical Supplies (2)	82	\$50.89	\$408,877
<b>Health Insurance</b>	79	\$1,968.12	\$15,811,870
Blue Cross/Blue Shield	81	\$640.87	\$5,148,785
Commercial Health Insurance	86	\$402.74	\$3,235,584
Health Maintenance Organization	85	\$352.33	\$2,830,585
Medicare Payments	71	\$346.51	\$2,783,882
Long Term Care Insurance	72	\$67.71	\$543,952
Other Health Insurance (3)	73	\$157.96	\$1,269,081

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor statistics



# Automotive Aftermarket Expenditures

Zion City, IL  
 Zion city, IL (1784220)  
 Place

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		24,405	24,369
Households		8,034	8,041
Families		5,839	5,803
Median Age		32.4	32.8
Median Household Income		\$44,971	\$51,775

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	82	\$4.75	\$38,197
Gasoline	84	\$2,552.64	\$20,507,886
Motor Oil	82	\$11.77	\$94,536
Vehicle Parts/Equipment and Accessories	86	\$53.22	\$427,586
Tire Purchase/Replacement	85	\$165.03	\$1,325,818
Vehicle Audio/Video Equipment and Installation	91	\$4.36	\$35,068
Vehicle Cleaning Products and Services	87	\$9.04	\$72,608
<b>Services</b>			
Auto Repair Service Policy	84	\$17.95	\$144,214
Membership Fees for Automobile Service Clubs	78	\$21.23	\$170,597
Global Positioning Services	76	\$1.81	\$14,571
Vehicle Air Conditioning Repair	88	\$16.92	\$135,954
Vehicle Body Work and Painting	82	\$28.32	\$227,509
Vehicle Brake Work	82	\$69.16	\$555,627
Vehicle Clutch/Transmission Repair	86	\$40.05	\$321,797
Vehicle Cooling System Repair	87	\$27.38	\$220,011
Vehicle Drive Shaft and Rear-end Repair	79	\$7.05	\$56,669
Vehicle Electrical System Repair	83	\$33.99	\$273,107
Vehicle Exhaust System Repair	76	\$12.08	\$97,017
Vehicle Front End Alignment/Wheel Balance & Rotation	81	\$19.61	\$157,545
Lube/Oil Change and Oil Filters	84	\$86.35	\$693,770
Vehicle Motor Repair/Replacement	89	\$79.71	\$640,401
Vehicle Motor Tune-up	90	\$59.36	\$476,912
Vehicle Shock Absorber Replacement	82	\$5.99	\$48,157
Vehicle Steering/Front End Repair	79	\$21.98	\$176,549
Tire Repair and Other Repair Work	86	\$59.96	\$481,725

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.