

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

Demographic Summary 2013 2018 Population 24,405 24,305 Households 8,034 8,041 Families 5,839 5,803 Median Age 32.4 32.8 Median Household Income \$44,971 \$51,775 Spending Potential Income Average Amount Total Products Spending Potential Income \$44,971 \$51,775 Vehicle Coolant/Brake/Transmission Fluids 82 \$4,75 \$38,197 Gasoline 84 \$2,552,64 \$20,507,886 Motor Oli 82 \$41,77 \$94,536 Vehicle Parts/Equipment and Accessories 86 \$53,22 \$47,756 Vehicle Cleaning Products and Services 87 \$9.04 \$72,608 Services 84 \$17,95 \$144,214 Membership Fees for Automobile Service Clubs 78 \$12,23 \$147,556 Services 76 \$1.81 \$144,571 Vehicle Audio,Video Equipment and Installation 91 \$4,36 \$252,523 <tr< th=""><th>Demographic Commons</th><th></th><th>2013</th><th>2010</th></tr<>	Demographic Commons		2013	2010
Households 8,034 8,041 Pamilies 5,839 5,839 Median Age 32.4 32.8 Median Household Income \$44,971 \$51,775 Spending Potential Index Average Amount Spent Total Products Spending Potential Index Average Amount Spent Total 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 \$427,556 Vehicle Parts/Equipment and Installation 91 \$4.36 \$35,068 Vehicle Cleaning Products and Services 87 \$9.04 \$172,059 Services 76 \$1.81 \$14,571 Auto Repair Service Policy 84 \$17.95 \$144,214 Membership Fees for Automobile Service Clubs 78 \$21.23 \$170,597 Vehicle Air Conditioning Repair 82 \$261.61 \$555,627 Vehicle Body Wo	Demographic Summary			2018
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Vehicle Parts/Equipment and Accessories86\$53.22\$427,586Tire Purchase/Replacement85\$165.03\$1,325,818Vehicle Audio/Video Equipment and Installation91\$4.36\$35,068Vehicle Cleaning Products and Services91\$9.04\$72,608Services84\$17.95\$144,214Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$14,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Clutch/Transmission Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Exhaust System Repair81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Ruear, Repair89\$79.71\$640,401Vehicle Motor Ruear, R	Gasoline	84	\$2,552.64	\$20,507,886
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Vehicle Audio/Video Equipment and Installation91\$4.36\$35,068Vehicle Cleaning Products and Services87\$9.04\$72,608ServicesAuto Repair Service Policy84\$17.95\$144,214Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$145,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Body Work and Painting82\$69.16\$555,627Vehicle Colling System Repair86\$40.05\$321,797Vehicle Colling System Repair87\$27.38\$220,011Vehicle Colling System Repair79\$7.05\$56,669Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters89\$79.71\$640,401Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Rupair/Replacement82\$5.99\$48,157Vehicle Motor Rupair/Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement79\$21.98\$176,549Vehicle Shock Absorber Replacement79\$21.98\$176,549Vehicle Shock Absorber	Vehicle Parts/Equipment and Accessories	86	\$53.22	\$427,586
Vehicle Cleaning Products and Services87\$9.04\$72,608ServicesAuto Repair Service Policy84\$17.95\$144,214Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$144,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Brake Work82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Coling System Repair87\$27.38\$220,011Vehicle Envice Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters89\$7.71\$640,401Vehicle Motor Repair/Replacement89\$7.71\$643,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Tire Purchase/Replacement	85	\$165.03	\$1,325,818
ServicesAuto Repair Service Policy84\$17.95\$144,214Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$14,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Body Work and Painting82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Clutch/Transmission Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters89\$79,71\$640,401Vehicle Motor Repair/Replacement89\$79,71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Audio/Video Equipment and Installation	91	\$4.36	\$35,068
Auto Repair Service Policy84\$17.95\$144,214Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$14,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Brake Work82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Electrical System Repair79\$7.05\$56,669Vehicle Electrical System Repair79\$7.05\$56,669Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Entrot Electrical System Repair81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Cleaning Products and Services	87	\$9.04	\$72,608
Membership Fees for Automobile Service Clubs78\$21.23\$170,597Global Positioning Services76\$1.81\$14,571Vehicle Air Conditioning Repair88\$16.92\$135,954Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Brake Work82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Exhaust Gugenent/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Services			
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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	Membership Fees for Automobile Service Clubs	78	\$21.23	\$170,597
Vehicle Body Work and Painting82\$28.32\$227,509Vehicle Brake Work82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Electrical System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Global Positioning Services	76	\$1.81	\$14,571
Vehicle Brake Work82\$69.16\$555,627Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Air Conditioning Repair	88	\$16.92	\$135,954
Vehicle Clutch/Transmission Repair86\$40.05\$321,797Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Body Work and Painting	82	\$28.32	\$227,509
Vehicle Cooling System Repair87\$27.38\$220,011Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Brake Work	82	\$69.16	\$555,627
Vehicle Drive Shaft and Rear-end Repair79\$7.05\$56,669Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Clutch/Transmission Repair	86	\$40.05	\$321,797
Vehicle Electrical System Repair83\$33.99\$273,107Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Cooling System Repair	87	\$27.38	\$220,011
Vehicle Exhaust System Repair76\$12.08\$97,017Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Drive Shaft and Rear-end Repair	79	\$7.05	\$56,669
Vehicle Front End Alignment/Wheel Balance & Rotation81\$19.61\$157,545Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Electrical System Repair	83	\$33.99	\$273,107
Lube/Oil Change and Oil Filters84\$86.35\$693,770Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Exhaust System Repair	76	\$12.08	\$97,017
Vehicle Motor Repair/Replacement89\$79.71\$640,401Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Front End Alignment/Wheel Balance & Rotation	81	\$19.61	\$157,545
Vehicle Motor Tune-up90\$59.36\$476,912Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Lube/Oil Change and Oil Filters	84	\$86.35	\$693,770
Vehicle Shock Absorber Replacement82\$5.99\$48,157Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Motor Repair/Replacement	89	\$79.71	\$640,401
Vehicle Steering/Front End Repair79\$21.98\$176,549	Vehicle Motor Tune-up	90	\$59.36	\$476,912
	Vehicle Shock Absorber Replacement	82	\$5.99	\$48,157
Tire Repair and Other Repair Work86\$59.96\$481,725	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.