



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
Apparel and Services		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
Computer				
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
Entertainment & Recreation		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
Food		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.



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Financial			
Investments	95	\$1,961.04	\$15,755,007
Vehicle Loans	87	\$3,343.92	\$26,865,070
Health			
Nonprescription Drugs	80	\$99.70	\$800,983
Prescription Drugs	76	\$365.81	\$2,938,955
Eyeglasses and Contact Lenses	79	\$68.39	\$549,446
Home			
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
Household Furnishings and Equipment			
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
Household Operations			
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
Insurance			
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
Transportation			
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
Travel			
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

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- (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.

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