



Mount Zion village, IL (1751206)  
 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Home Improvement (4B)	35.2%	Population	5,903	5,813
Salt of the Earth (6B)	25.5%	Households	2,270	2,248
Soccer Moms (4A)	22.7%	Families	1,703	1,677
Rustbelt Traditions (5D)	9.6%	Median Age	39.6	40.0
Green Acres (6A)	6.9%	Median Household Income	\$76,551	\$83,078
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		107	\$2,292.52	\$5,204,017
Men's		106	\$442.71	\$1,004,960
Women's		107	\$809.87	\$1,838,402
Children's		111	\$352.97	\$801,250
Footwear		105	\$502.62	\$1,140,957
Watches & Jewelry		108	\$126.01	\$286,052
Apparel Products and Services (1)		101	\$58.32	\$132,397
<b>Computer</b>				
Computers and Hardware for Home Use		105	\$170.09	\$386,110
Portable Memory		103	\$3.99	\$9,053
Computer Software		102	\$9.90	\$22,473
Computer Accessories		114	\$20.17	\$45,775
<b>Entertainment &amp; Recreation</b>		110	\$3,558.12	\$8,076,940
Fees and Admissions		109	\$782.80	\$1,776,952
Membership Fees for Clubs (2)		108	\$258.61	\$587,036
Fees for Participant Sports, excl. Trips		117	\$114.91	\$260,837
Tickets to Theatre/Operas/Concerts		106	\$85.52	\$194,127
Tickets to Movies		108	\$61.75	\$140,164
Tickets to Parks or Museums		105	\$34.43	\$78,148
Admission to Sporting Events, excl. Trips		113	\$70.99	\$161,157
Fees for Recreational Lessons		107	\$155.74	\$353,525
Dating Services		107	\$0.86	\$1,960
TV/Video/Audio		108	\$1,263.76	\$2,868,746
Cable and Satellite Television Services		107	\$869.33	\$1,973,368
Televisions		110	\$118.47	\$268,919
Satellite Dishes		126	\$1.48	\$3,357
VCRs, Video Cameras, and DVD Players		113	\$5.91	\$13,415
Miscellaneous Video Equipment		119	\$29.73	\$67,489
Video Cassettes and DVDs		112	\$11.17	\$25,363
Video Game Hardware/Accessories		107	\$30.38	\$68,955
Video Game Software		108	\$17.77	\$40,329
Rental/Streaming/Downloaded Video		109	\$59.06	\$134,066
Installation of Televisions		115	\$1.25	\$2,831
Audio (3)		110	\$116.84	\$265,231
Rental and Repair of TV/Radio/Sound Equipment		98	\$2.39	\$5,422
Pets		110	\$762.29	\$1,730,406
Toys/Games/Crafts/Hobbies (4)		112	\$136.03	\$308,789
Recreational Vehicles and Fees (5)		111	\$173.43	\$393,677
Sports/Recreation/Exercise Equipment (6)		116	\$235.80	\$535,258
Photo Equipment and Supplies (7)		108	\$55.45	\$125,865
Reading (8)		109	\$117.22	\$266,095
Catered Affairs (9)		105	\$31.34	\$71,152
<b>Food</b>		106	\$9,686.59	\$21,988,570
Food at Home		106	\$5,673.02	\$12,877,750
Bakery and Cereal Products		106	\$738.81	\$1,677,105
Meats, Poultry, Fish, and Eggs		105	\$1,227.98	\$2,787,507
Dairy Products		107	\$588.66	\$1,336,259
Fruits and Vegetables		105	\$1,100.78	\$2,498,769
Snacks and Other Food at Home (10)		107	\$2,016.79	\$4,578,111
Food Away from Home		106	\$4,013.58	\$9,110,819
Alcoholic Beverages		108	\$674.31	\$1,530,690

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**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	119	\$28,997.97	\$65,825,394
Value of Retirement Plans	121	\$114,932.40	\$260,896,537
Value of Other Financial Assets	114	\$9,336.36	\$21,193,536
Vehicle Loan Amount excluding Interest	113	\$3,290.24	\$7,468,846
Value of Credit Card Debt	111	\$2,885.55	\$6,550,204
<b>Health</b>			
Nonprescription Drugs	109	\$161.20	\$365,918
Prescription Drugs	113	\$395.51	\$897,816
Eyeglasses and Contact Lenses	114	\$106.56	\$241,898
<b>Home</b>			
Mortgage Payment and Basics (11)	119	\$12,453.31	\$28,269,005
Maintenance and Remodeling Services	115	\$2,942.72	\$6,679,981
Maintenance and Remodeling Materials (12)	116	\$641.41	\$1,456,010
Utilities, Fuel, and Public Services	108	\$5,288.61	\$12,005,147
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	109	\$109.87	\$249,404
Furniture	111	\$709.73	\$1,611,084
Rugs	123	\$43.06	\$97,736
Major Appliances (14)	114	\$409.82	\$930,295
Housewares (15)	111	\$107.34	\$243,657
Small Appliances	106	\$52.64	\$119,489
Luggage	108	\$15.85	\$35,987
Telephones and Accessories	113	\$99.80	\$226,539
<b>Household Operations</b>			
Child Care	111	\$572.52	\$1,299,611
Lawn and Garden (16)	114	\$556.26	\$1,262,718
Moving/Storage/Freight Express	99	\$59.77	\$135,678
Housekeeping Supplies (17)	109	\$845.66	\$1,919,641
<b>Insurance</b>			
Owners and Renters Insurance	119	\$711.53	\$1,615,183
Vehicle Insurance	107	\$1,919.07	\$4,356,295
Life/Other Insurance	116	\$626.16	\$1,421,391
Health Insurance	112	\$4,160.72	\$9,444,831
Personal Care Products (18)	110	\$546.61	\$1,240,813
School Books and Supplies (19)	105	\$155.51	\$353,004
Smoking Products	101	\$405.28	\$919,992
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$2,933.82	\$6,659,773
Gasoline and Motor Oil	107	\$2,542.03	\$5,770,405
Vehicle Maintenance and Repairs	108	\$1,251.27	\$2,840,377
<b>Travel</b>			
Airline Fares	106	\$637.91	\$1,448,067
Lodging on Trips	111	\$720.82	\$1,636,262
Auto/Truck Rental on Trips	109	\$31.38	\$71,223
Food and Drink on Trips	110	\$628.76	\$1,427,282

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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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