



# Retail Goods and Services Expenditures

Mount Zion village, IL (1751206)  
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 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Home Improvement (4B)	35.2%	Population	5,898	5,802
Salt of the Earth (6B)	25.5%	Households	2,271	2,246
Workday Drive (4A)	22.8%	Families	1,696	1,669
Rustbelt Traditions (5D)	9.6%	Median Age	40.0	40.3
Green Acres (6A)	6.9%	Median Household Income	\$77,153	\$83,688
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		105	\$2,227.77	\$5,059,265
Men's		103	\$419.08	\$951,723
Women's		107	\$789.98	\$1,794,041
Children's		108	\$336.22	\$763,564
Footwear		103	\$513.96	\$1,167,198
Watches & Jewelry		106	\$135.99	\$308,828
Apparel Products and Services (1)		101	\$53.05	\$120,481
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$174.54	\$396,382
Portable Memory		111	\$4.81	\$10,933
Computer Software		100	\$9.65	\$21,924
Computer Accessories		113	\$20.28	\$46,061
<b>Entertainment &amp; Recreation</b>		109	\$3,511.73	\$7,975,140
Fees and Admissions		109	\$809.49	\$1,838,359
Membership Fees for Clubs (2)		108	\$269.16	\$611,267
Fees for Participant Sports, excl. Trips		115	\$132.16	\$300,142
Tickets to Theatre/Operas/Concerts		107	\$86.52	\$196,490
Tickets to Movies		107	\$59.23	\$134,518
Tickets to Parks or Museums		109	\$37.05	\$84,134
Admission to Sporting Events, excl. Trips		114	\$73.41	\$166,719
Fees for Recreational Lessons		107	\$150.91	\$342,719
Dating Services		87	\$1.04	\$2,369
TV/Video/Audio		107	\$1,258.58	\$2,858,244
Cable and Satellite Television Services		107	\$860.61	\$1,954,435
Televisions		109	\$122.17	\$277,454
Satellite Dishes		115	\$1.80	\$4,088
VCRs, Video Cameras, and DVD Players		113	\$5.54	\$12,573
Miscellaneous Video Equipment		108	\$16.81	\$38,183
Video Cassettes and DVDs		108	\$8.32	\$18,893
Video Game Hardware/Accessories		105	\$30.47	\$69,193
Video Game Software		103	\$16.46	\$37,387
Rental/Streaming/Downloaded Video		110	\$77.02	\$174,919
Installation of Televisions		95	\$0.70	\$1,589
Audio (3)		109	\$116.15	\$263,765
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.54	\$5,763
Pets		110	\$799.00	\$1,814,525
Toys/Games/Crafts/Hobbies (4)		112	\$129.07	\$293,108
Recreational Vehicles and Fees (5)		117	\$131.97	\$299,699
Sports/Recreation/Exercise Equipment (6)		109	\$195.81	\$444,694
Photo Equipment and Supplies (7)		109	\$50.27	\$114,167
Reading (8)		106	\$109.77	\$249,290
Catered Affairs (9)		95	\$27.94	\$63,448
<b>Food</b>		105	\$9,700.48	\$22,029,801
Food at Home		105	\$5,722.56	\$12,995,941
Bakery and Cereal Products		105	\$733.43	\$1,665,625
Meats, Poultry, Fish, and Eggs		105	\$1,234.88	\$2,804,402
Dairy Products		105	\$575.09	\$1,306,023
Fruits and Vegetables		104	\$1,098.42	\$2,494,510
Snacks and Other Food at Home (10)		106	\$2,080.75	\$4,725,381
Food Away from Home		105	\$3,977.92	\$9,033,860
Alcoholic Beverages		107	\$668.24	\$1,517,563

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	114	\$31,212.57	\$70,883,739
Value of Retirement Plans	119	\$118,984.72	\$270,214,296
Value of Other Financial Assets	113	\$9,716.16	\$22,065,397
Vehicle Loan Amount excluding Interest	111	\$3,165.93	\$7,189,817
Value of Credit Card Debt	109	\$3,031.81	\$6,885,240
<b>Health</b>			
Nonprescription Drugs	109	\$169.36	\$384,616
Prescription Drugs	112	\$374.20	\$849,805
Eyeglasses and Contact Lenses	112	\$108.66	\$246,759
<b>Home</b>			
Mortgage Payment and Basics (11)	118	\$12,532.63	\$28,461,597
Maintenance and Remodeling Services	114	\$3,271.07	\$7,428,597
Maintenance and Remodeling Materials (12)	118	\$726.04	\$1,648,847
Utilities, Fuel, and Public Services	107	\$5,342.98	\$12,133,917
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	\$106.44	\$241,735
Furniture	109	\$694.45	\$1,577,100
Rugs	112	\$35.07	\$79,643
Major Appliances (14)	114	\$429.10	\$974,480
Housewares (15)	108	\$95.27	\$216,352
Small Appliances	106	\$55.61	\$126,286
Luggage	106	\$17.74	\$40,297
Telephones and Accessories	111	\$110.98	\$252,041
<b>Household Operations</b>			
Child Care	111	\$588.41	\$1,336,282
Lawn and Garden (16)	115	\$574.70	\$1,305,134
Moving/Storage/Freight Express	96	\$68.58	\$155,740
Housekeeping Supplies (17)	108	\$841.58	\$1,911,230
<b>Insurance</b>			
Owners and Renters Insurance	118	\$738.53	\$1,677,195
Vehicle Insurance	106	\$1,969.34	\$4,472,366
Life/Other Insurance	115	\$690.86	\$1,568,947
Health Insurance	111	\$4,569.79	\$10,377,994
Personal Care Products (18)	106	\$529.24	\$1,201,906
School Books and Supplies (19)	104	\$135.69	\$308,141
Smoking Products	101	\$387.37	\$879,718
<b>Transportation</b>			
Payments on Vehicles excluding Leases	112	\$2,922.00	\$6,635,865
Gasoline and Motor Oil	106	\$2,550.69	\$5,792,614
Vehicle Maintenance and Repairs	109	\$1,208.11	\$2,743,614
<b>Travel</b>			
Airline Fares	106	\$665.54	\$1,511,451
Lodging on Trips	112	\$791.39	\$1,797,245
Auto/Truck Rental on Trips	107	\$58.60	\$133,091
Food and Drink on Trips	109	\$649.63	\$1,475,300

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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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