



# Business Summary

Zion City, IL 2  
 Zion City, IL (1784220)  
 Geography: Place

Prepared by Esri

| Data for all businesses in area                           |            | Zion city, IL... |              |               |  |
|---|------------|------------------|--------------|---------------|--|
| Total Businesses:   |            | 522              |              |               |  |
| Total Employees:  |            | 9,434            |              |               |  |
| Total Residential Population:                             |            | 24,500           |              |               |  |
| Employee/Residential Population Ratio (per 100 Residents) |            | 39               |              |               |  |
| by SIC Codes  | Businesses |                  | Employees    |               |  |
|   | Number     | Percent          | Number       | Percent       |  |
| Agriculture & Mining                                      | 12         | 2.3%             | 54           | 0.6%          |  |
| Construction  | 39         | 7.5%             | 233          | 2.5%          |  |
| Manufacturing   | 15         | 2.9%             | 307          | 3.3%          |  |
| Transportation  | 18         | 3.4%             | 293          | 3.1%          |  |
| Communication   | 8          | 1.5%             | 32           | 0.3%          |  |
| Utility   | 4          | 0.8%             | 37           | 0.4%          |  |
| Wholesale Trade   | 12         | 2.3%             | 130          | 1.4%          |  |
| <b>Retail Trade Summary</b>                               | <b>118</b> | <b>22.6%</b>     | <b>1,584</b> | <b>16.8%</b>  |  |
| Home Improvement  | 6          | 1.1%             | 40           | 0.4%          |  |
| General Merchandise Stores                                | 6          | 1.1%             | 364          | 3.9%          |  |
| Food Stores   | 12         | 2.3%             | 328          | 3.5%          |  |
| Auto Dealers, Gas Stations, Auto Aftermarket              | 23         | 4.4%             | 152          | 1.6%          |  |
| Apparel & Accessory Stores                                | 6          | 1.1%             | 91           | 1.0%          |  |
| Furniture & Home Furnishings                              | 5          | 1.0%             | 44           | 0.5%          |  |
| Eating & Drinking Places                                  | 40         | 7.7%             | 460          | 4.9%          |  |
| Miscellaneous Retail                                      | 20         | 3.8%             | 105          | 1.1%          |  |
| <b>Finance, Insurance, Real Estate Summary</b>            | <b>30</b>  | <b>5.7%</b>      | <b>169</b>   | <b>1.8%</b>   |  |
| Banks, Savings & Lending Institutions                     | 8          | 1.5%             | 54           | 0.6%          |  |
| Securities Brokers  | 0          | 0.0%             | 0            | 0.0%          |  |
| Insurance Carriers & Agents                               | 5          | 1.0%             | 14           | 0.1%          |  |
| Real Estate, Holding, Other Investment Offices            | 17         | 3.3%             | 101          | 1.1%          |  |
| <b>Services Summary</b>                                   | <b>228</b> | <b>43.7%</b>     | <b>6,003</b> | <b>63.6%</b>  |  |
| Hotels & Lodging  | 7          | 1.3%             | 60           | 0.6%          |  |
| Automotive Services                                       | 28         | 5.4%             | 110          | 1.2%          |  |
| Motion Pictures & Amusements                              | 18         | 3.4%             | 374          | 4.0%          |  |
| Health Services   | 14         | 2.7%             | 3,001        | 31.8%         |  |
| Legal Services  | 0          | 0.0%             | 0            | 0.0%          |  |
| Education Institutions & Libraries                        | 18         | 3.4%             | 808          | 8.6%          |  |
| Other Services  | 143        | 27.4%            | 1,650        | 17.5%         |  |
| <b>Government</b>   | <b>18</b>  | <b>3.4%</b>      | <b>512</b>   | <b>5.4%</b>   |  |
| <b>Unclassified Establishments</b>                        | <b>20</b>  | <b>3.8%</b>      | <b>80</b>    | <b>0.8%</b>   |  |
| <b>Totals</b>   | <b>522</b> | <b>100.0%</b>    | <b>9,434</b> | <b>100.0%</b> |  |

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

July 11, 2018



# Business Summary

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| by NAICS Codes  | Businesses |               | Employees    |               |
|---|------------|---------------|--------------|---------------|
|   | Number     | Percent       | Number       | Percent       |
| Agriculture, Forestry, Fishing & Hunting                  | 1          | 0.2%          | 5            | 0.1%          |
| Mining  | 2          | 0.4%          | 9            | 0.1%          |
| Utilities   | 4          | 0.8%          | 37           | 0.4%          |
| Construction  | 42         | 8.0%          | 254          | 2.7%          |
| Manufacturing   | 19         | 3.6%          | 332          | 3.5%          |
| Wholesale Trade   | 12         | 2.3%          | 130          | 1.4%          |
| Retail Trade  | 71         | 13.6%         | 1,076        | 11.4%         |
| Motor Vehicle & Parts Dealers                             | 15         | 2.9%          | 116          | 1.2%          |
| Furniture & Home Furnishings Stores                       | 1          | 0.2%          | 30           | 0.3%          |
| Electronics & Appliance Stores                            | 5          | 1.0%          | 17           | 0.2%          |
| Bldg Material & Garden Equipment & Supplies Dealers       | 6          | 1.1%          | 40           | 0.4%          |
| Food & Beverage Stores                                    | 6          | 1.1%          | 282          | 3.0%          |
| Health & Personal Care Stores                             | 6          | 1.1%          | 54           | 0.6%          |
| Gasoline Stations   | 8          | 1.5%          | 36           | 0.4%          |
| Clothing & Clothing Accessories Stores                    | 6          | 1.1%          | 91           | 1.0%          |
| Sport Goods, Hobby, Book, & Music Stores                  | 2          | 0.4%          | 11           | 0.1%          |
| General Merchandise Stores                                | 6          | 1.1%          | 364          | 3.9%          |
| Miscellaneous Store Retailers                             | 9          | 1.7%          | 25           | 0.3%          |
| Nonstore Retailers  | 1          | 0.2%          | 10           | 0.1%          |
| Transportation & Warehousing                              | 16         | 3.1%          | 289          | 3.1%          |
| Information   | 11         | 2.1%          | 63           | 0.7%          |
| Finance & Insurance                                       | 13         | 2.5%          | 68           | 0.7%          |
| Central Bank/Credit Intermediation & Related Activities   | 6          | 1.1%          | 48           | 0.5%          |
| Securities, Commodity Contracts & Other Financial         | 2          | 0.4%          | 6            | 0.1%          |
| Insurance Carriers & Related Activities; Funds, Trusts &  | 5          | 1.0%          | 14           | 0.1%          |
| Real Estate, Rental & Leasing                             | 29         | 5.6%          | 105          | 1.1%          |
| Professional, Scientific & Tech Services                  | 23         | 4.4%          | 92           | 1.0%          |
| Legal Services  | 0          | 0.0%          | 0            | 0.0%          |
| Management of Companies & Enterprises                     | 1          | 0.2%          | 20           | 0.2%          |
| Administrative & Support & Waste Management & Remediation | 14         | 2.7%          | 252          | 2.7%          |
| Educational Services                                      | 17         | 3.3%          | 779          | 8.3%          |
| Health Care & Social Assistance                           | 37         | 7.1%          | 3,915        | 41.5%         |
| Arts, Entertainment & Recreation                          | 14         | 2.7%          | 370          | 3.9%          |
| Accommodation & Food Services                             | 49         | 9.4%          | 542          | 5.7%          |
| Accommodation   | 7          | 1.3%          | 60           | 0.6%          |
| Food Services & Drinking Places                           | 42         | 8.0%          | 482          | 5.1%          |
| Other Services (except Public Administration)             | 109        | 20.9%         | 504          | 5.3%          |
| Automotive Repair & Maintenance                           | 24         | 4.6%          | 100          | 1.1%          |
| Public Administration                                     | 18         | 3.4%          | 512          | 5.4%          |
| Unclassified Establishments                               | 20         | 3.8%          | 80           | 0.8%          |
| <b>Total</b>  | <b>522</b> | <b>100.0%</b> | <b>9,434</b> | <b>100.0%</b> |

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# Demographic and Income Profile

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| Summary                         | Census 2010 | 2018   | 2023     |
|---------------------------------|-------------|--------|----------|
| Population                      | 24,413      | 24,500 | 24,618   |
| Households                      | 8,034       | 8,121  | 8,178    |
| Families                        | 5,823       | 5,868  | 5,882    |
| Average Household Size          | 2.98        | 2.96   | 2.96     |
| Owner Occupied Housing Units    | 4,766       | 4,607  | 4,769    |
| Renter Occupied Housing Units   | 3,268       | 3,514  | 3,409    |
| Median Age                      | 31.6        | 32.8   | 33.1     |
| Trends: 2018 - 2023 Annual Rate | Area        | State  | National |
| Population                      | 0.10%       | 0.10%  | 0.83%    |
| Households                      | 0.14%       | 0.12%  | 0.79%    |
| Families                        | 0.05%       | 0.01%  | 0.71%    |
| Owner HHs                       | 0.69%       | 0.37%  | 1.16%    |
| Median Household Income         | 1.35%       | 1.96%  | 2.50%    |

| Households by Income     | 2018     |         | 2023     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 1,140    | 14.0%   | 1,093    | 13.4%   |
| \$15,000 - \$24,999      | 856      | 10.5%   | 769      | 9.4%    |
| \$25,000 - \$34,999      | 836      | 10.3%   | 777      | 9.5%    |
| \$35,000 - \$49,999      | 1,126    | 13.9%   | 1,084    | 13.3%   |
| \$50,000 - \$74,999      | 1,488    | 18.3%   | 1,424    | 17.4%   |
| \$75,000 - \$99,999      | 1,079    | 13.3%   | 1,107    | 13.5%   |
| \$100,000 - \$149,999    | 1,096    | 13.5%   | 1,253    | 15.3%   |
| \$150,000 - \$199,999    | 327      | 4.0%    | 422      | 5.2%    |
| \$200,000+               | 174      | 2.1%    | 249      | 3.0%    |
| Median Household Income  | \$51,162 |         | \$54,723 |         |
| Average Household Income | \$64,904 |         | \$73,245 |         |
| Per Capita Income        | \$22,166 |         | \$24,977 |         |

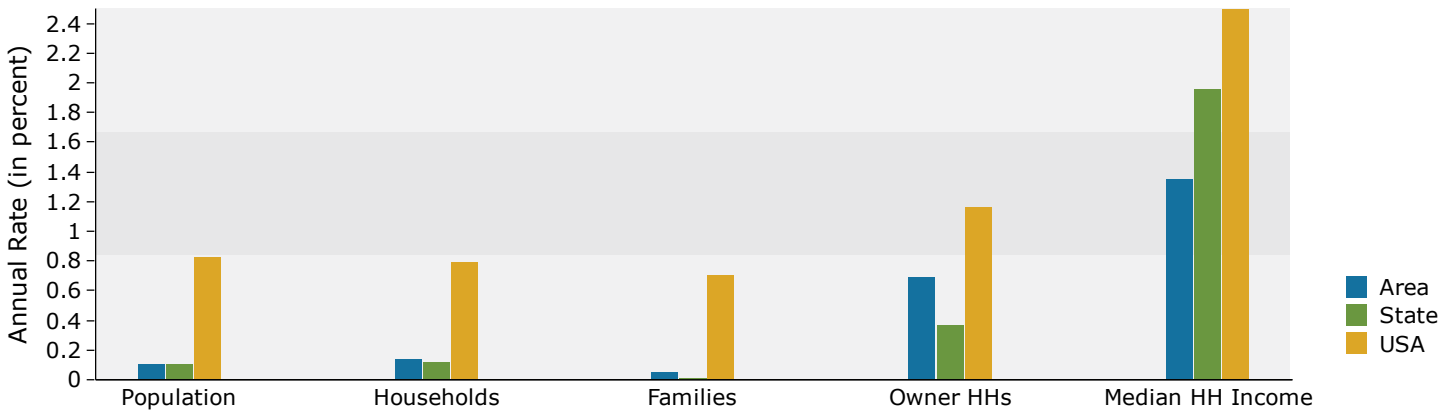
| Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 1,948       | 8.0%    | 1,880  | 7.7%    | 1,916  | 7.8%    |
| 5 - 9             | 2,041       | 8.4%    | 1,803  | 7.4%    | 1,878  | 7.6%    |
| 10 - 14           | 2,218       | 9.1%    | 1,781  | 7.3%    | 1,824  | 7.4%    |
| 15 - 19           | 2,240       | 9.2%    | 1,765  | 7.2%    | 1,639  | 6.7%    |
| 20 - 24           | 1,570       | 6.4%    | 1,925  | 7.9%    | 1,557  | 6.3%    |
| 25 - 34           | 3,328       | 13.6%   | 3,822  | 15.6%   | 4,330  | 17.6%   |
| 35 - 44           | 3,390       | 13.9%   | 3,009  | 12.3%   | 3,191  | 13.0%   |
| 45 - 54           | 3,367       | 13.8%   | 3,022  | 12.3%   | 2,699  | 11.0%   |
| 55 - 64           | 2,182       | 8.9%    | 2,771  | 11.3%   | 2,526  | 10.3%   |
| 65 - 74           | 1,104       | 4.5%    | 1,608  | 6.6%    | 1,841  | 7.5%    |
| 75 - 84           | 673         | 2.8%    | 749    | 3.1%    | 865    | 3.5%    |
| 85+               | 352         | 1.4%    | 364    | 1.5%    | 350    | 1.4%    |

| Race and Ethnicity         | Census 2010 |         | 2018   |         | 2023   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 11,938      | 48.9%   | 11,598 | 47.3%   | 11,126 | 45.2%   |
| Black Alone                | 7,566       | 31.0%   | 7,434  | 30.3%   | 7,510  | 30.5%   |
| American Indian Alone      | 107         | 0.4%    | 107    | 0.4%    | 107    | 0.4%    |
| Asian Alone                | 563         | 2.3%    | 667    | 2.7%    | 763    | 3.1%    |
| Pacific Islander Alone     | 14          | 0.1%    | 27     | 0.1%    | 28     | 0.1%    |
| Some Other Race Alone      | 3,006       | 12.3%   | 3,286  | 13.4%   | 3,594  | 14.6%   |
| Two or More Races          | 1,219       | 5.0%    | 1,380  | 5.6%    | 1,490  | 6.1%    |
| Hispanic Origin (Any Race) | 6,758       | 27.7%   | 7,402  | 30.2%   | 8,111  | 32.9%   |

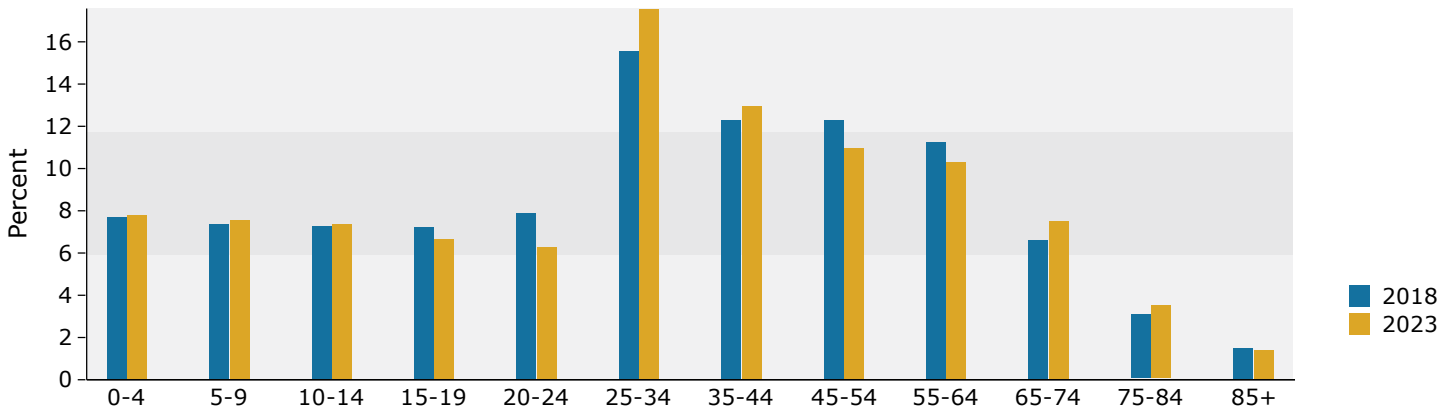
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

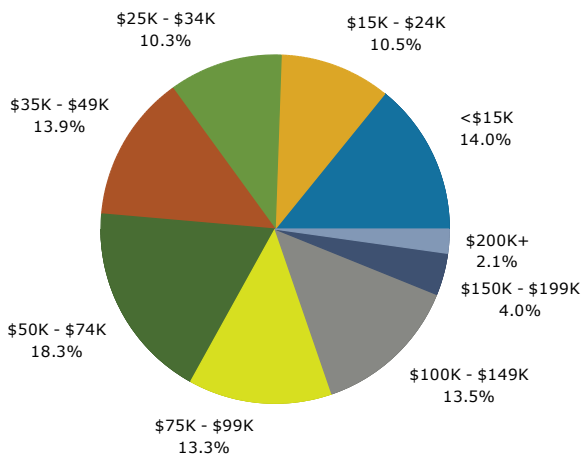
## Trends 2018-2023



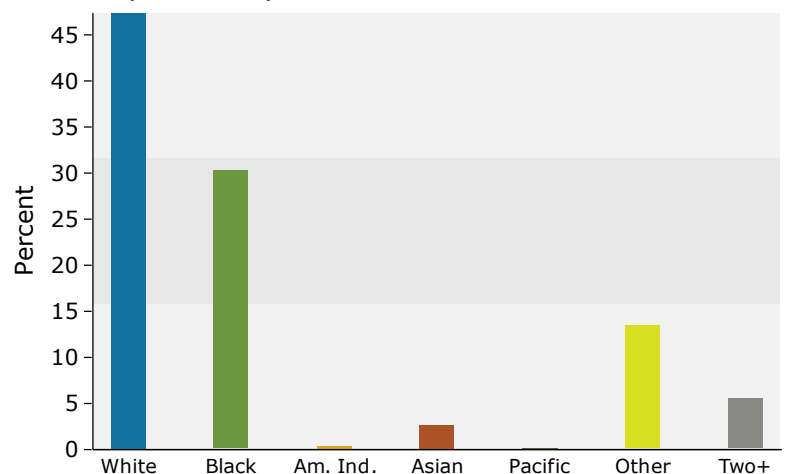
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 30.2%



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Zion city, IL...

### Population Summary

|                               |        |
|-------------------------------|--------|
| 2000 Total Population         | 23,485 |
| 2010 Total Population         | 24,413 |
| 2018 Total Population         | 24,500 |
| 2018 Group Quarters           | 428    |
| 2023 Total Population         | 24,618 |
| 2018-2023 Annual Rate         | 0.10%  |
| 2018 Total Daytime Population | 22,273 |
| Workers                       | 8,841  |
| Residents                     | 13,432 |

### Household Summary

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 7,773 |
| 2000 Average Household Size | 2.95  |
| 2010 Households             | 8,034 |
| 2010 Average Household Size | 2.98  |
| 2018 Households             | 8,121 |
| 2018 Average Household Size | 2.96  |
| 2023 Households             | 8,178 |
| 2023 Average Household Size | 2.96  |
| 2018-2023 Annual Rate       | 0.14% |
| 2010 Families               | 5,823 |
| 2010 Average Family Size    | 3.54  |
| 2018 Families               | 5,868 |
| 2018 Average Family Size    | 3.53  |
| 2023 Families               | 5,882 |
| 2023 Average Family Size    | 3.54  |
| 2018-2023 Annual Rate       | 0.05% |

### 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% |
| 2018 Housing Units            | 9,159 |
| Owner Occupied Housing Units  | 50.3% |
| Renter Occupied Housing Units | 38.4% |
| Vacant Housing Units          | 11.3% |
| 2023 Housing Units            | 9,303 |
| Owner Occupied Housing Units  | 51.3% |
| Renter Occupied Housing Units | 36.6% |
| Vacant Housing Units          | 12.1% |

### Median Household Income

|      |          |
|------|----------|
| 2018 | \$51,162 |
| 2023 | \$54,723 |

### Median Home Value

|      |           |
|------|-----------|
| 2018 | \$157,843 |
| 2023 | \$167,930 |

### Per Capita Income

|      |          |
|------|----------|
| 2018 | \$22,166 |
| 2023 | \$24,977 |

### Median Age

|      |      |
|------|------|
| 2010 | 31.6 |
| 2018 | 32.8 |
| 2023 | 33.1 |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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|   | Zion city, IL... |
|---|------------------|
| <b>2018 Households by Income</b>                  |                  |
| Household Income Base                             | 8,122            |
| <\$15,000   | 14.0%            |
| \$15,000 - \$24,999                               | 10.5%            |
| \$25,000 - \$34,999                               | 10.3%            |
| \$35,000 - \$49,999                               | 13.9%            |
| \$50,000 - \$74,999                               | 18.3%            |
| \$75,000 - \$99,999                               | 13.3%            |
| \$100,000 - \$149,999                             | 13.5%            |
| \$150,000 - \$199,999                             | 4.0%             |
| \$200,000+  | 2.1%             |
| Average Household Income                          | \$64,904         |
| <b>2023 Households by Income</b>                  |                  |
| Household Income Base                             | 8,178            |
| <\$15,000   | 13.4%            |
| \$15,000 - \$24,999                               | 9.4%             |
| \$25,000 - \$34,999                               | 9.5%             |
| \$35,000 - \$49,999                               | 13.3%            |
| \$50,000 - \$74,999                               | 17.4%            |
| \$75,000 - \$99,999                               | 13.5%            |
| \$100,000 - \$149,999                             | 15.3%            |
| \$150,000 - \$199,999                             | 5.2%             |
| \$200,000+  | 3.0%             |
| Average Household Income                          | \$73,245         |
| <b>2018 Owner Occupied Housing Units by Value</b> |                  |
| Total   | 4,609            |
| <\$50,000   | 2.1%             |
| \$50,000 - \$99,999                               | 14.4%            |
| \$100,000 - \$149,999                             | 28.6%            |
| \$150,000 - \$199,999                             | 30.6%            |
| \$200,000 - \$249,999                             | 14.1%            |
| \$250,000 - \$299,999                             | 3.9%             |
| \$300,000 - \$399,999                             | 1.9%             |
| \$400,000 - \$499,999                             | 1.4%             |
| \$500,000 - \$749,999                             | 1.8%             |
| \$750,000 - \$999,999                             | 1.0%             |
| \$1,000,000 - \$1,499,999                         | 0.1%             |
| \$1,500,000 - \$1,999,999                         | 0.0%             |
| \$2,000,000 +                                     | 0.0%             |
| Average Home Value                                | \$177,067        |
| <b>2023 Owner Occupied Housing Units by Value</b> |                  |
| Total   | 4,767            |
| <\$50,000   | 1.6%             |
| \$50,000 - \$99,999                               | 11.3%            |
| \$100,000 - \$149,999                             | 26.1%            |
| \$150,000 - \$199,999                             | 30.9%            |
| \$200,000 - \$249,999                             | 15.2%            |
| \$250,000 - \$299,999                             | 4.8%             |
| \$300,000 - \$399,999                             | 2.7%             |
| \$400,000 - \$499,999                             | 2.3%             |
| \$500,000 - \$749,999                             | 3.8%             |
| \$750,000 - \$999,999                             | 1.3%             |
| \$1,000,000 - \$1,499,999                         | 0.1%             |
| \$1,500,000 - \$1,999,999                         | 0.0%             |
| \$2,000,000 +                                     | 0.0%             |
| Average Home Value                                | \$199,261        |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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|-------------------------------|--|------------------|
| <b>2010 Population by Age</b> |  |                  |
| 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%            |
| <b>2018 Population by Age</b> |  |                  |
| Total                         |  | 24,499           |
| 0 - 4                         |  | 7.7%             |
| 5 - 9                         |  | 7.4%             |
| 10 - 14                       |  | 7.3%             |
| 15 - 24                       |  | 15.1%            |
| 25 - 34                       |  | 15.6%            |
| 35 - 44                       |  | 12.3%            |
| 45 - 54                       |  | 12.3%            |
| 55 - 64                       |  | 11.3%            |
| 65 - 74                       |  | 6.6%             |
| 75 - 84                       |  | 3.1%             |
| 85 +                          |  | 1.5%             |
| 18 +                          |  | 73.3%            |
| <b>2023 Population by Age</b> |  |                  |
| Total                         |  | 24,616           |
| 0 - 4                         |  | 7.8%             |
| 5 - 9                         |  | 7.6%             |
| 10 - 14                       |  | 7.4%             |
| 15 - 24                       |  | 13.0%            |
| 25 - 34                       |  | 17.6%            |
| 35 - 44                       |  | 13.0%            |
| 45 - 54                       |  | 11.0%            |
| 55 - 64                       |  | 10.3%            |
| 65 - 74                       |  | 7.5%             |
| 75 - 84                       |  | 3.5%             |
| 85 +                          |  | 1.4%             |
| 18 +                          |  | 73.0%            |
| <b>2010 Population by Sex</b> |  |                  |
| Males                         |  | 11,679           |
| Females                       |  | 12,734           |
| <b>2018 Population by Sex</b> |  |                  |
| Males                         |  | 11,816           |
| Females                       |  | 12,683           |
| <b>2023 Population by Sex</b> |  |                  |
| Males                         |  | 11,903           |
| Females                       |  | 12,713           |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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|---|------------------|
| <b>2010 Population by Race/Ethnicity</b>                  |                  |
| 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             |
| <b>2018 Population by Race/Ethnicity</b>                  |                  |
| Total   | 24,499           |
| White Alone   | 47.3%            |
| Black Alone   | 30.3%            |
| American Indian Alone                                     | 0.4%             |
| Asian Alone   | 2.7%             |
| Pacific Islander Alone                                    | 0.1%             |
| Some Other Race Alone                                     | 13.4%            |
| Two or More Races   | 5.6%             |
| Hispanic Origin   | 30.2%            |
| Diversity Index   | 81.7             |
| <b>2023 Population by Race/Ethnicity</b>                  |                  |
| Total   | 24,618           |
| White Alone   | 45.2%            |
| Black Alone   | 30.5%            |
| American Indian Alone                                     | 0.4%             |
| Asian Alone   | 3.1%             |
| Pacific Islander Alone                                    | 0.1%             |
| Some Other Race Alone                                     | 14.6%            |
| Two or More Races   | 6.1%             |
| Hispanic Origin   | 32.9%            |
| Diversity Index   | 83.4             |
| <b>2010 Population by Relationship and Household Type</b> |                  |
| 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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Zion City, IL 2  
Zion City, IL (1784220)  
Geography: Place

Prepared by Esri

|  | <b>Zion city, IL...</b> |
|--|-------------------------|
| <b>2018 Population 25+ by Educational Attainment</b> |                         |
| Total  | 15,346                  |
| Less than 9th Grade                                  | 5.9%                    |
| 9th - 12th Grade, No Diploma                         | 11.4%                   |
| High School Graduate                                 | 27.6%                   |
| GED/Alternative Credential                           | 6.3%                    |
| Some College, No Degree                              | 26.9%                   |
| Associate Degree                                     | 6.3%                    |
| Bachelor's Degree                                    | 11.9%                   |
| Graduate/Professional Degree                         | 3.8%                    |
| <b>2018 Population 15+ by Marital Status</b>         |                         |
| Total  | 19,036                  |
| Never Married  | 42.1%                   |
| Married  | 42.2%                   |
| Widowed  | 5.4%                    |
| Divorced   | 10.3%                   |
| <b>2018 Civilian Population 16+ in Labor Force</b>   |                         |
| Civilian Employed                                    | 93.2%                   |
| Civilian Unemployed (Unemployment Rate)              | 6.8%                    |
| <b>2018 Employed Population 16+ by Industry</b>      |                         |
| Total  | 11,246                  |
| Agriculture/Mining                                   | 0.0%                    |
| Construction   | 5.1%                    |
| Manufacturing  | 19.1%                   |
| Wholesale Trade                                      | 3.2%                    |
| Retail Trade   | 11.6%                   |
| Transportation/Utilities                             | 7.4%                    |
| Information  | 0.4%                    |
| Finance/Insurance/Real Estate                        | 4.7%                    |
| Services   | 44.9%                   |
| Public Administration                                | 3.6%                    |
| <b>2018 Employed Population 16+ by Occupation</b>    |                         |
| Total  | 11,246                  |
| White Collar   | 52.0%                   |
| Management/Business/Financial                        | 9.3%                    |
| Professional   | 14.7%                   |
| Sales  | 9.4%                    |
| Administrative Support                               | 18.6%                   |
| Services   | 19.9%                   |
| Blue Collar  | 28.0%                   |
| Farming/Forestry/Fishing                             | 0.0%                    |
| Construction/Extraction                              | 3.1%                    |
| Installation/Maintenance/Repair                      | 4.6%                    |
| Production   | 10.5%                   |
| Transportation/Material Moving                       | 9.9%                    |
| <b>2010 Population By Urban/ Rural Status</b>        |                         |
| Total Population                                     | 24,413                  |
| Population Inside Urbanized Area                     | 99.9%                   |
| Population Inside Urbanized Cluster                  | 0.0%                    |
| Rural Population                                     | 0.1%                    |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Zion City, IL 2  
 Zion City, IL (1784220)  
 Geography: Place

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|  | Zion city, IL... |
|--|------------------|
| <b>2010 Households by Type</b>                       |                  |
| 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                         | 7.3%             |
| Unmarried Partner Households                         | 6.6%             |
| Male-female  | 6.2%             |
| Same-sex   | 0.5%             |
| <b>2010 Households by Size</b>                       |                  |
| 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%             |
| <b>2010 Households by Tenure and Mortgage Status</b> |                  |
| Total  | 8,034            |
| Owner Occupied                                       | 59.3%            |
| Owned with a Mortgage/Loan                           | 50.1%            |
| Owned Free and Clear                                 | 9.2%             |
| Renter Occupied                                      | 40.7%            |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |                  |
| Total Housing Units                                  | 9,062            |
| Housing Units Inside Urbanized Area                  | 99.9%            |
| Housing Units Inside Urbanized Cluster               | 0.0%             |
| Rural Housing Units                                  | 0.1%             |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Zion City, IL 2  
 Zion City, IL (1784220)  
 Geography: Place

Prepared by Esri

## Zion city, IL...

### Top 3 Tapestry Segments

1. American Dreamers (7C)
2. Front Porches (8E)
3. Middleburg (4C)

### 2018 Consumer Spending

|   |               |
|---|---------------|
| Apparel & Services: Total \$                                | \$14,142,538  |
| Average Spent   | \$1,741.48    |
| Spending Potential Index                                    | 80            |
| Education: Total \$   | \$8,727,242   |
| Average Spent   | \$1,074.65    |
| Spending Potential Index                                    | 74            |
| Entertainment/Recreation: Total \$                          | \$20,180,349  |
| Average Spent   | \$2,484.96    |
| Spending Potential Index                                    | 77            |
| Food at Home: Total \$                                      | \$32,080,993  |
| Average Spent   | \$3,950.37    |
| Spending Potential Index                                    | 79            |
| Food Away from Home: Total \$                               | \$22,748,439  |
| Average Spent   | \$2,801.19    |
| Spending Potential Index                                    | 80            |
| Health Care: Total \$                                       | \$35,256,774  |
| Average Spent   | \$4,341.43    |
| Spending Potential Index                                    | 76            |
| HH Furnishings & Equipment: Total \$                        | \$13,355,990  |
| Average Spent   | \$1,644.62    |
| Spending Potential Index                                    | 79            |
| Personal Care Products & Services: Total \$                 | \$5,292,620   |
| Average Spent   | \$651.72      |
| Spending Potential Index                                    | 79            |
| Shelter: Total \$   | \$108,250,973 |
| Average Spent   | \$13,329.76   |
| Spending Potential Index                                    | 79            |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$15,013,189  |
| Average Spent   | \$1,848.69    |
| Spending Potential Index                                    | 74            |
| Travel: Total \$  | \$13,451,196  |
| Average Spent   | \$1,656.35    |
| Spending Potential Index                                    | 77            |
| Vehicle Maintenance & Repairs: Total \$                     | \$6,889,252   |
| Average Spent   | \$848.33      |
| Spending Potential Index                                    | 79            |

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 11, 2018



# Retail MarketPlace Profile

Zion City, IL 2  
 Zion City, IL (1784220)  
 Geography: Place

Prepared by Esri

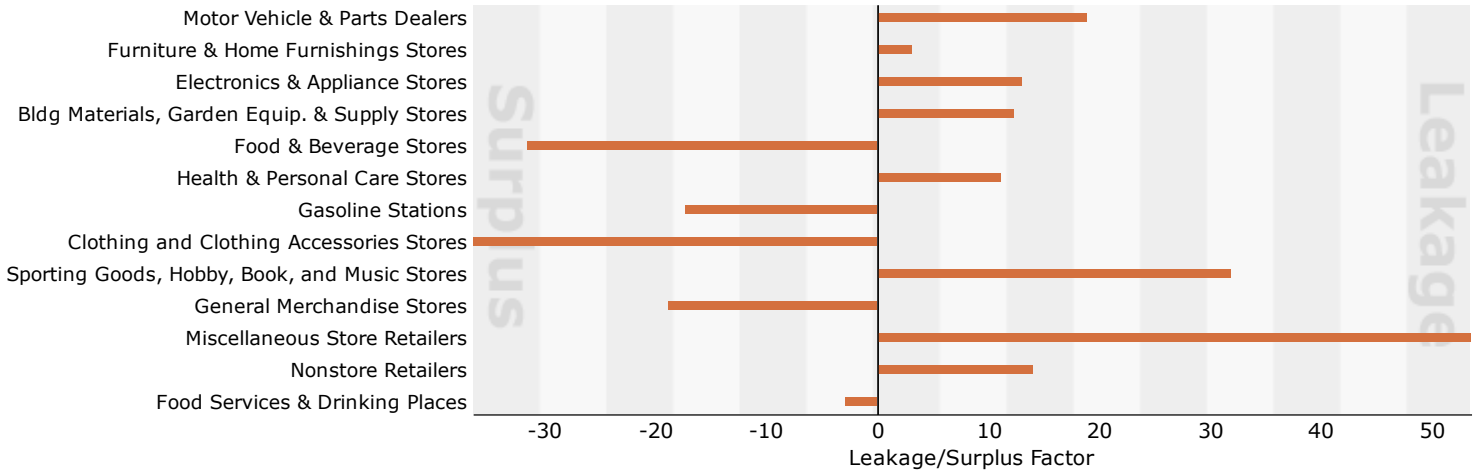
| Summary Demographics                          |           |                              |                          |               |                           |                         |
|---|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| 2018 Population                               |           |                              |                          |               |                           | 24,500                  |
| 2018 Households                               |           |                              |                          |               |                           | 8,121                   |
| 2018 Median Disposable Income                 |           |                              |                          |               |                           | \$40,332                |
| 2018 Per Capita Income                        |           |                              |                          |               |                           | \$22,166                |
| 2017 Industry Summary                         | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
| Total Retail Trade and Food & Drink           | 44-45,722 | \$251,573,318                | \$296,614,437            | -\$45,041,119 | -8.2                      | 116                     |
| Total Retail Trade                            | 44-45     | \$226,276,382                | \$269,751,869            | -\$43,475,487 | -8.8                      | 73                      |
| Total Food & Drink                            | 722       | \$25,296,936                 | \$26,862,568             | -\$1,565,632  | -3.0                      | 43                      |
| 2017 Industry Group                           | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
| Motor Vehicle & Parts Dealers                 | 441       | \$47,453,823                 | \$32,378,165             | \$15,075,658  | 18.9                      | 14                      |
| Automobile Dealers                            | 4411      | \$39,332,855                 | \$13,880,700             | \$25,452,155  | 47.8                      | 4                       |
| Other Motor Vehicle Dealers                   | 4412      | \$3,885,092                  | \$4,821,608              | -\$936,516    | -10.8                     | 2                       |
| Auto Parts, Accessories & Tire Stores         | 4413      | \$4,235,876                  | \$13,675,857             | -\$9,439,981  | -52.7                     | 8                       |
| Furniture & Home Furnishings Stores           | 442       | \$7,484,888                  | \$7,036,288              | \$448,600     | 3.1                       | 1                       |
| Furniture Stores                              | 4421      | \$4,398,072                  | \$7,036,288              | -\$2,638,216  | -23.1                     | 1                       |
| Home Furnishings Stores                       | 4422      | \$3,086,816                  | \$0                      | \$3,086,816   | 100.0                     | 0                       |
| Electronics & Appliance Stores                | 443       | \$8,696,525                  | \$6,679,109              | \$2,017,416   | 13.1                      | 7                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444       | \$15,266,821                 | \$11,897,694             | \$3,369,127   | 12.4                      | 3                       |
| Bldg Material & Supplies Dealers              | 4441      | \$13,925,119                 | \$6,832,154              | \$7,092,965   | 34.2                      | 2                       |
| Lawn & Garden Equip & Supply Stores           | 4442      | \$1,341,702                  | \$5,065,540              | -\$3,723,838  | -58.1                     | 1                       |
| Food & Beverage Stores                        | 445       | \$37,300,198                 | \$71,970,114             | -\$34,669,916 | -31.7                     | 9                       |
| Grocery Stores                                | 4451      | \$32,819,250                 | \$71,233,281             | -\$38,414,031 | -36.9                     | 8                       |
| Specialty Food Stores                         | 4452      | \$1,941,826                  | \$736,833                | \$1,204,993   | 45.0                      | 1                       |
| Beer, Wine & Liquor Stores                    | 4453      | \$2,539,122                  | \$0                      | \$2,539,122   | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461  | \$14,511,205                 | \$11,595,461             | \$2,915,744   | 11.2                      | 4                       |
| Gasoline Stations                             | 447,4471  | \$24,230,997                 | \$34,436,750             | -\$10,205,753 | -17.4                     | 5                       |
| Clothing & Clothing Accessories Stores        | 448       | \$12,314,519                 | \$26,490,778             | -\$14,176,259 | -36.5                     | 9                       |
| Clothing Stores                               | 4481      | \$8,320,215                  | \$26,490,778             | -\$18,170,563 | -52.2                     | 9                       |
| Shoe Stores                                   | 4482      | \$1,819,356                  | \$0                      | \$1,819,356   | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483      | \$2,174,948                  | \$0                      | \$2,174,948   | 100.0                     | 0                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451       | \$5,981,886                  | \$3,089,236              | \$2,892,650   | 31.9                      | 2                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511      | \$4,949,160                  | \$3,089,236              | \$1,859,924   | 23.1                      | 2                       |
| Book, Periodical & Music Stores               | 4512      | \$1,032,726                  | \$0                      | \$1,032,726   | 100.0                     | 0                       |
| General Merchandise Stores                    | 452       | \$39,081,038                 | \$57,270,933             | -\$18,189,895 | -18.9                     | 6                       |
| Department Stores Excluding Leased Depts.     | 4521      | \$27,883,782                 | \$53,604,000             | -\$25,720,218 | -31.6                     | 1                       |
| Other General Merchandise Stores              | 4529      | \$11,197,256                 | \$3,666,933              | \$7,530,323   | 50.7                      | 5                       |
| Miscellaneous Store Retailers                 | 453       | \$7,988,186                  | \$2,414,120              | \$5,574,066   | 53.6                      | 11                      |
| Florists                                      | 4531      | \$470,816                    | \$310,083                | \$160,733     | 20.6                      | 2                       |
| Office Supplies, Stationery & Gift Stores     | 4532      | \$1,459,672                  | \$1,146,746              | \$312,926     | 12.0                      | 5                       |
| Used Merchandise Stores                       | 4533      | \$799,568                    | \$444,216                | \$355,352     | 28.6                      | 2                       |
| Other Miscellaneous Store Retailers           | 4539      | \$5,258,130                  | \$513,075                | \$4,745,055   | 82.2                      | 2                       |
| Nonstore Retailers                            | 454       | \$5,966,296                  | \$4,493,221              | \$1,473,075   | 14.1                      | 2                       |
| Electronic Shopping & Mail-Order Houses       | 4541      | \$4,818,060                  | \$607,429                | \$4,210,631   | 77.6                      | 1                       |
| Vending Machine Operators                     | 4542      | \$174,048                    | \$0                      | \$174,048     | 100.0                     | 0                       |
| Direct Selling Establishments                 | 4543      | \$974,188                    | \$3,885,792              | -\$2,911,604  | -59.9                     | 1                       |
| Food Services & Drinking Places               | 722       | \$25,296,936                 | \$26,862,568             | -\$1,565,632  | -3.0                      | 43                      |
| Special Food Services                         | 7223      | \$597,310                    | \$0                      | \$597,310     | 100.0                     | 0                       |
| Drinking Places - Alcoholic Beverages         | 7224      | \$804,834                    | \$400,874                | \$403,960     | 33.5                      | 1                       |
| Restaurants/Other Eating Places               | 7225      | \$23,894,792                 | \$26,461,694             | -\$2,566,902  | -5.1                      | 42                      |

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

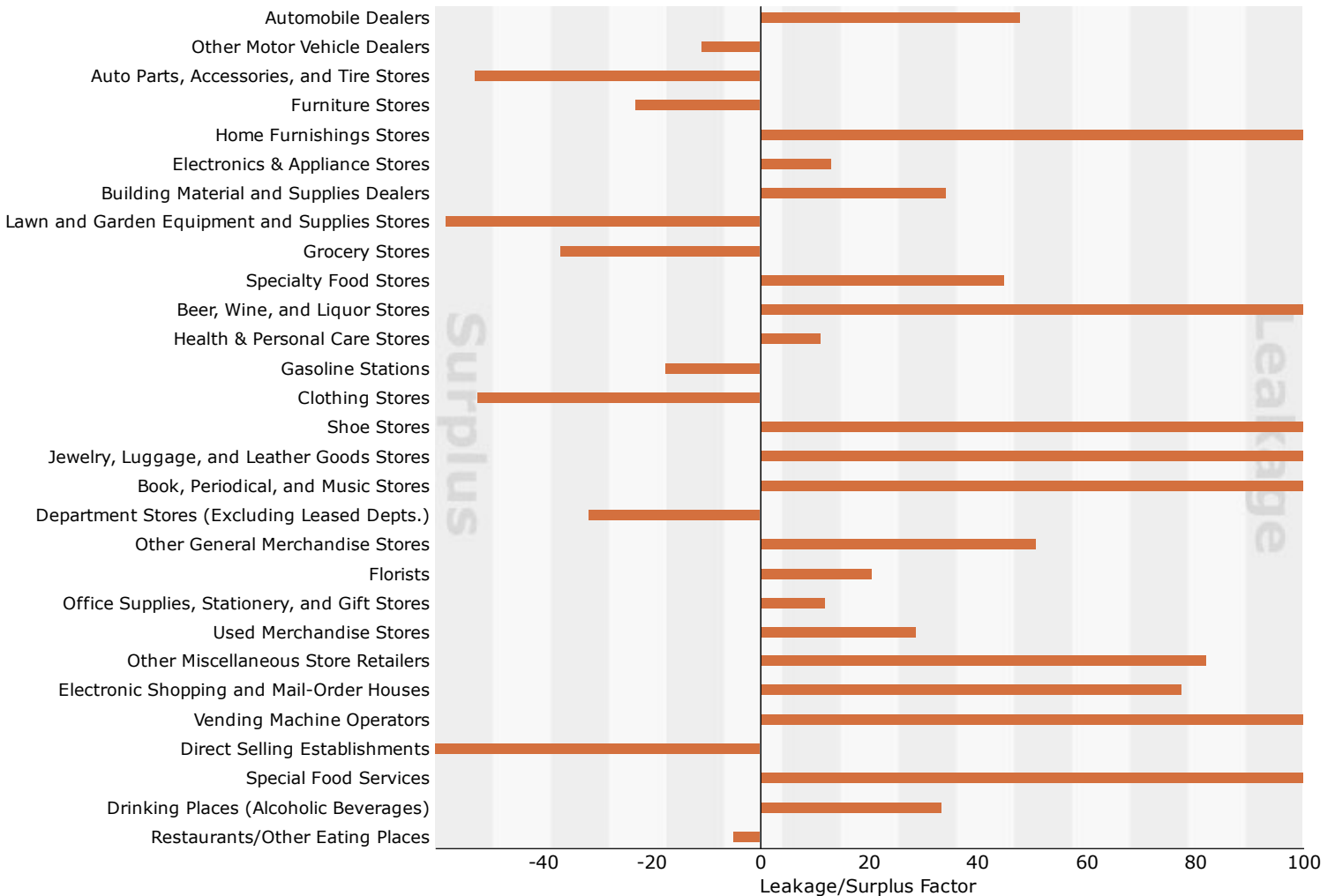
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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