



Market Profile

Forsyth village, IL (1727091)
Place

Forsyth village,...

Population Summary	
2000 Total Population	2,599
2010 Total Population	3,490
2015 Total Population	3,647
2015 Group Quarters	14
2020 Total Population	3,688
2015-2020 Annual Rate	0.22%
Household Summary	
2000 Households	964
2000 Average Household Size	2.68
2010 Households	1,295
2010 Average Household Size	2.68
2015 Households	1,365
2015 Average Household Size	2.66
2020 Households	1,386
2020 Average Household Size	2.65
2015-2020 Annual Rate	0.31%
2010 Families	1,039
2010 Average Family Size	3.06
2015 Families	1,056
2015 Average Family Size	3.10
2020 Families	1,067
2020 Average Family Size	3.09
2015-2020 Annual Rate	0.21%
Housing Unit Summary	
2000 Housing Units	1,006
Owner Occupied Housing Units	82.9%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	4.2%
2010 Housing Units	1,354
Owner Occupied Housing Units	88.8%
Renter Occupied Housing Units	6.9%
Vacant Housing Units	4.4%
2015 Housing Units	1,370
Owner Occupied Housing Units	85.3%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	0.4%
2020 Housing Units	1,391
Owner Occupied Housing Units	85.1%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	0.4%
Median Household Income	
2015	\$90,668
2020	\$111,900
Median Home Value	
2015	\$261,875
2020	\$325,714
Per Capita Income	
2015	\$43,390
2020	\$51,131
Median Age	
2010	42.3
2015	44.3
2020	45.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income

Household Income Base	1,365
<\$15,000	5.4%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	25.9%
\$150,000 - \$199,999	9.0%
\$200,000+	12.0%

Average Household Income \$112,266

2020 Households by Income

Household Income Base	1,386
<\$15,000	4.3%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	9.5%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	21.4%
\$200,000+	12.4%

Average Household Income \$131,779

2015 Owner Occupied Housing Units by Value

Total	1,170
<\$50,000	0.5%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	17.3%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	25.2%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.3%

Average Home Value \$279,466

2020 Owner Occupied Housing Units by Value

Total	1,184
<\$50,000	0.3%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	11.3%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	13.6%
\$300,000 - \$399,999	32.5%
\$400,000 - \$499,999	18.2%
\$500,000 - \$749,999	6.5%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.2%

Average Home Value \$334,671

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.

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2010 Population by Age	
Total	3,490
0 - 4	5.0%
5 - 9	8.6%
10 - 14	8.6%
15 - 24	9.5%
25 - 34	8.0%
35 - 44	14.7%
45 - 54	16.2%
55 - 64	12.5%
65 - 74	8.9%
75 - 84	5.8%
85 +	2.2%
18 +	72.8%
2015 Population by Age	
Total	3,646
0 - 4	4.7%
5 - 9	5.7%
10 - 14	8.6%
15 - 24	12.0%
25 - 34	7.4%
35 - 44	12.6%
45 - 54	16.2%
55 - 64	14.3%
65 - 74	10.9%
75 - 84	5.2%
85 +	2.4%
18 +	75.9%
2020 Population by Age	
Total	3,687
0 - 4	4.5%
5 - 9	5.4%
10 - 14	6.6%
15 - 24	12.5%
25 - 34	8.5%
35 - 44	11.4%
45 - 54	14.9%
55 - 64	15.9%
65 - 74	11.5%
75 - 84	6.4%
85 +	2.5%
18 +	77.9%
2010 Population by Sex	
Males	1,720
Females	1,770
2015 Population by Sex	
Males	1,792
Females	1,854
2020 Population by Sex	
Males	1,822
Females	1,865

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	3,490
White Alone	88.4%
Black Alone	2.9%
American Indian Alone	0.2%
Asian Alone	7.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	1.7%
Diversity Index	23.8

2015 Population by Race/Ethnicity

Total	3,647
White Alone	87.0%
Black Alone	3.4%
American Indian Alone	0.2%
Asian Alone	8.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	2.1%
Diversity Index	26.7

2020 Population by Race/Ethnicity

Total	3,689
White Alone	84.6%
Black Alone	3.8%
American Indian Alone	0.2%
Asian Alone	9.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	2.6%
Diversity Index	30.9

2010 Population by Relationship and Household Type

Total	3,490
In Households	99.5%
In Family Households	91.7%
Householder	29.8%
Spouse	27.6%
Child	32.4%
Other relative	1.5%
Nonrelative	0.5%
In Nonfamily Households	7.9%
In Group Quarters	0.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.5%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 17, 2015



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2015 Population 25+ by Educational Attainment

Total	2,516
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	20.0%
GED/Alternative Credential	2.9%
Some College, No Degree	18.4%
Associate Degree	7.4%
Bachelor's Degree	28.9%
Graduate/Professional Degree	18.8%

2015 Population 15+ by Marital Status

Total	2,953
Never Married	20.6%
Married	69.0%
Widowed	4.9%
Divorced	5.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.3%
Civilian Unemployed	4.7%

2015 Employed Population 16+ by Industry

Total	1,618
Agriculture/Mining	0.2%
Construction	3.7%
Manufacturing	23.3%
Wholesale Trade	2.7%
Retail Trade	11.7%
Transportation/Utilities	7.7%
Information	1.0%
Finance/Insurance/Real Estate	3.6%
Services	39.9%
Public Administration	6.2%

2015 Employed Population 16+ by Occupation

Total	1,617
White Collar	71.1%
Management/Business/Financial	19.0%
Professional	32.3%
Sales	8.7%
Administrative Support	11.1%
Services	10.7%
Blue Collar	18.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	5.8%
Production	5.0%
Transportation/Material Moving	5.4%

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2010 Households by Type

Total	1,295
Households with 1 Person	18.5%
Households with 2+ People	81.5%
Family Households	80.2%
Husband-wife Families	74.3%
With Related Children	33.5%
Other Family (No Spouse Present)	5.9%
Other Family with Male Householder	1.6%
With Related Children	1.1%
Other Family with Female Householder	4.3%
With Related Children	3.3%
Nonfamily Households	1.3%
All Households with Children	38.0%

2010 Households by Size

Total	1,295
1 Person Household	18.5%
2 Person Household	37.8%
3 Person Household	16.1%
4 Person Household	17.1%
5 Person Household	7.5%
6 Person Household	2.0%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	1,295
Owner Occupied	92.8%
Owned with a Mortgage/Loan	60.3%
Owned Free and Clear	32.5%
Renter Occupied	7.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Green Acres (6A)
2. Top Tier (1A)
3. Professional Pride (1B)

2015 Consumer Spending

Apparel & Services: Total \$	\$4,558,522
Average Spent	\$3,339.58
Spending Potential Index	144
Computers & Accessories: Total \$	\$518,421
Average Spent	\$379.80
Spending Potential Index	149
Education: Total \$	\$3,139,644
Average Spent	\$2,300.11
Spending Potential Index	151
Entertainment/Recreation: Total \$	\$6,872,186
Average Spent	\$5,034.57
Spending Potential Index	152
Food at Home: Total \$	\$10,363,830
Average Spent	\$7,592.55
Spending Potential Index	145
Food Away from Home: Total \$	\$6,594,510
Average Spent	\$4,831.14
Spending Potential Index	147
Health Care: Total \$	\$10,268,819
Average Spent	\$7,522.94
Spending Potential Index	159
HH Furnishings & Equipment: Total \$	\$3,803,647
Average Spent	\$2,786.55
Spending Potential Index	151
Investments: Total \$	\$4,331,109
Average Spent	\$3,172.97
Spending Potential Index	115
Retail Goods: Total \$	\$52,280,719
Average Spent	\$38,300.89
Spending Potential Index	150
Shelter: Total \$	\$32,399,574
Average Spent	\$23,735.95
Spending Potential Index	144
TV/Video/Audio: Total \$	\$2,602,527
Average Spent	\$1,906.61
Spending Potential Index	146
Travel: Total \$	\$4,222,613
Average Spent	\$3,093.49
Spending Potential Index	158
Vehicle Maintenance & Repairs: Total \$	\$2,289,605
Average Spent	\$1,677.37
Spending Potential Index	150

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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