



Retail Marketplace Potential

Forsyth village, IL (1727091)

Geography: Place

Demographic Summary		2018	2023
Population		3,591	3,559
Population 18+		2,790	2,818
Households		1,351	1,348
Median Household Income		\$103,915	\$115,510

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,491	53.4%	113
Bought any women's clothing in last 12 months	1,257	45.1%	104
Bought clothing for child <13 years in last 6 months	724	25.9%	97
Bought any shoes in last 12 months	1,527	54.7%	102
Bought costume jewelry in last 12 months	505	18.1%	100
Bought any fine jewelry in last 12 months	487	17.5%	98
Bought a watch in last 12 months	364	13.0%	83
Automobiles (Households)			
HH owns/leases any vehicle	1,269	93.9%	110
HH bought/leased new vehicle last 12 mo	170	12.6%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,596	93.0%	109
Bought/changed motor oil in last 12 months	1,460	52.3%	110
Had tune-up in last 12 months	640	22.9%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,973	70.7%	102
Drank regular cola in last 6 months	1,067	38.2%	86
Drank beer/ale in last 6 months	1,191	42.7%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	430	15.4%	132
Own digital SLR camera/camcorder	254	9.1%	117
Printed digital photos in last 12 months	769	27.6%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,053	37.7%	105
Have a smartphone	2,208	79.1%	99
Have a smartphone: Android phone (any brand)	1,009	36.2%	93
Have a smartphone: Apple iPhone	1,119	40.1%	105
Number of cell phones in household: 1	306	22.6%	73
Number of cell phones in household: 2	632	46.8%	122
Number of cell phones in household: 3+	388	28.7%	104
HH has cell phone only (no landline telephone)	643	47.6%	91
Computers (Households)			
HH owns a computer	1,090	80.7%	108
HH owns desktop computer	601	44.5%	116
HH owns laptop/notebook	844	62.5%	110
HH owns any Apple/Mac brand computer	218	16.1%	91
HH owns any PC/non-Apple brand computer	942	69.7%	111
HH purchased most recent computer in a store	589	43.6%	118
HH purchased most recent computer online	199	14.7%	110
Spent <\$500 on most recent home computer	194	14.4%	95
Spent \$500-\$999 on most recent home computer	307	22.7%	129
Spent \$1,000-\$1,499 on most recent home computer	155	11.5%	121
Spent \$1,500-\$1,999 on most recent home computer	44	3.3%	71
Spent \$2,000+ on most recent home computer	65	4.8%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,849	66.3%	106
Bought brewed coffee at convenience store in last 30 days	469	16.8%	124
Bought cigarettes at convenience store in last 30 days	277	9.9%	91
Bought gas at convenience store in last 30 days	1,275	45.7%	124
Spent at convenience store in last 30 days: <\$20	201	7.2%	100
Spent at convenience store in last 30 days: \$20-\$39	243	8.7%	91
Spent at convenience store in last 30 days: \$40-\$50	215	7.7%	93
Spent at convenience store in last 30 days: \$51-\$99	221	7.9%	142
Spent at convenience store in last 30 days: \$100+	738	26.5%	119
Entertainment (Adults)			
Attended a movie in last 6 months	1,636	58.6%	99
Went to live theater in last 12 months	306	11.0%	95
Went to a bar/night club in last 12 months	559	20.0%	115
Dined out in last 12 months	1,696	60.8%	119
Gambled at a casino in last 12 months	402	14.4%	111
Visited a theme park in last 12 months	487	17.5%	92
Viewed movie (video-on-demand) in last 30 days	428	15.3%	84
Viewed TV show (video-on-demand) in last 30 days	361	12.9%	93
Watched any pay-per-view TV in last 12 months	248	8.9%	81
Downloaded a movie over the Internet in last 30 days	156	5.6%	62
Downloaded any individual song in last 6 months	551	19.7%	98
Watched a movie online in the last 30 days	399	14.3%	60
Watched a TV program online in last 30 days	356	12.8%	71
Played a video/electronic game (console) in last 12 months	195	7.0%	77
Played a video/electronic game (portable) in last 12 months	90	3.2%	62
Financial (Adults)			
Have home mortgage (1st)	1,265	45.3%	143
Used ATM/cash machine in last 12 months	1,553	55.7%	104
Own any stock	252	9.0%	125
Own U.S. savings bond	173	6.2%	129
Own shares in mutual fund (stock)	250	9.0%	130
Own shares in mutual fund (bonds)	212	7.6%	159
Have interest checking account	1,093	39.2%	133
Have non-interest checking account	906	32.5%	110
Have savings account	1,884	67.5%	116
Have 401K retirement savings plan	613	22.0%	142
Own/used any credit/debit card in last 12 months	2,386	85.5%	107
Avg monthly credit card expenditures: <\$111	399	14.3%	119
Avg monthly credit card expenditures: \$111-\$225	236	8.5%	118
Avg monthly credit card expenditures: \$226-\$450	223	8.0%	118
Avg monthly credit card expenditures: \$451-\$700	187	6.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	197	7.1%	121
Avg monthly credit card expenditures: \$1,001+	321	11.5%	105
Did banking online in last 12 months	1,309	46.9%	119
Did banking on mobile device in last 12 months	762	27.3%	116
Paid bills online in last 12 months	1,510	54.1%	110

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,020	75.5%	110
Used bread in last 6 months	1,273	94.2%	101
Used chicken (fresh or frozen) in last 6 months	980	72.5%	105
Used turkey (fresh or frozen) in last 6 months	217	16.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	732	54.2%	99
Used fresh fruit/vegetables in last 6 months	1,205	89.2%	102
Used fresh milk in last 6 months	1,204	89.1%	104
Used organic food in last 6 months	267	19.8%	84
Health (Adults)			
Exercise at home 2+ times per week	894	32.0%	115
Exercise at club 2+ times per week	410	14.7%	102
Visited a doctor in last 12 months	2,302	82.5%	107
Used vitamin/dietary supplement in last 6 months	1,627	58.3%	108
Home (Households)			
Any home improvement in last 12 months	503	37.2%	134
Used housekeeper/maid/professional HH cleaning service in last 12	174	12.9%	92
Purchased low ticket HH furnishings in last 12 months	289	21.4%	128
Purchased big ticket HH furnishings in last 12 months	309	22.9%	104
Bought any small kitchen appliance in last 12 months	307	22.7%	101
Bought any large kitchen appliance in last 12 months	231	17.1%	121
Insurance (Adults/Households)			
Currently carry life insurance	1,541	55.2%	124
Carry medical/hospital/accident insurance	2,284	81.9%	110
Carry homeowner insurance	1,833	65.7%	139
Carry renter's insurance	162	5.8%	67
Have auto insurance: 1 vehicle in household covered	261	19.3%	63
Have auto insurance: 2 vehicles in household covered	467	34.6%	120
Have auto insurance: 3+ vehicles in household covered	513	38.0%	166
Pets (Households)			
Household owns any pet	942	69.7%	128
Household owns any cat	477	35.3%	154
Household owns any dog	727	53.8%	129
Psychographics (Adults)			
Buying American is important to me	1,312	47.0%	116
Usually buy items on credit rather than wait	292	10.5%	80
Usually buy based on quality - not price	512	18.4%	95
Price is usually more important than brand name	718	25.7%	92
Usually use coupons for brands I buy often	531	19.0%	106
Am interested in how to help the environment	364	13.0%	71
Usually pay more for environ safe product	344	12.3%	87
Usually value green products over convenience	261	9.4%	83
Likely to buy a brand that supports a charity	938	33.6%	97
Reading (Adults)			
Bought digital book in last 12 months	386	13.8%	104
Bought hardcover book in last 12 months	598	21.4%	108
Bought paperback book in last 12 month	887	31.8%	110
Read any daily newspaper (paper version)	609	21.8%	106
Read any digital newspaper in last 30 days	1,040	37.3%	99
Read any magazine (paper/electronic version) in last 6 months	2,573	92.2%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,279	81.7%	108
Went to family restaurant/steak house: 4+ times a month	870	31.2%	116
Went to fast food/drive-in restaurant in last 6 months	2,569	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,156	41.4%	105
Fast food/drive-in last 6 months: eat in	1,216	43.6%	119
Fast food/drive-in last 6 months: home delivery	185	6.6%	79
Fast food/drive-in last 6 months: take-out/drive-thru	1,448	51.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	590	21.1%	100
Television & Electronics (Adults/Households)			
Own any tablet	1,385	49.6%	109
Own any e-reader	206	7.4%	100
Own e-reader/tablet: iPad	786	28.2%	106
HH has Internet connectable TV	375	27.8%	107
Own any portable MP3 player	615	22.0%	103
HH owns 1 TV	219	16.2%	77
HH owns 2 TVs	325	24.1%	89
HH owns 3 TVs	362	26.8%	128
HH owns 4+ TVs	306	22.6%	127
HH subscribes to cable TV	557	41.2%	92
HH subscribes to fiber optic	49	3.6%	46
HH owns portable GPS navigation device	446	33.0%	133
HH purchased video game system in last 12 mos	70	5.2%	61
HH owns any Internet video device for TV	302	22.4%	109
Travel (Adults)			
Domestic travel in last 12 months	1,663	59.6%	114
Took 3+ domestic non-business trips in last 12 months	400	14.3%	121
Spent on domestic vacations in last 12 months: <\$1,000	307	11.0%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	207	7.4%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	162	5.8%	147
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	116	4.2%	109
Spent on domestic vacations in last 12 months: \$3,000+	228	8.2%	130
Domestic travel in the 12 months: used general travel website	232	8.3%	120
Foreign travel in last 3 years	715	25.6%	97
Took 3+ foreign trips by plane in last 3 years	115	4.1%	86
Spent on foreign vacations in last 12 months: <\$1,000	136	4.9%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	101	3.6%	96
Spent on foreign vacations in last 12 months: \$3,000+	155	5.6%	94
Foreign travel in last 3 years: used general travel website	156	5.6%	93
Nights spent in hotel/motel in last 12 months: any	1,469	52.7%	121
Took cruise of more than one day in last 3 years	224	8.0%	94
Member of any frequent flyer program	455	16.3%	94
Member of any hotel rewards program	572	20.5%	122

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