



Market Profile

Forsyth village, IL (1727091)
 Geography: Place

Forsyth villa...

Population Summary	
2000 Total Population	2,599
2010 Total Population	3,490
2019 Total Population	3,602
2019 Group Quarters	14
2024 Total Population	3,589
2019-2024 Annual Rate	-0.07%
2019 Total Daytime Population	5,271
Workers	3,255
Residents	2,016
Household Summary	
2000 Households	964
2000 Average Household Size	2.68
2010 Households	1,295
2010 Average Household Size	2.68
2019 Households	1,359
2019 Average Household Size	2.64
2024 Households	1,363
2024 Average Household Size	2.62
2019-2024 Annual Rate	0.06%
2010 Families	1,039
2010 Average Family Size	3.06
2019 Families	1,045
2019 Average Family Size	3.08
2024 Families	1,043
2024 Average Family Size	3.07
2019-2024 Annual Rate	-0.04%
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%
2019 Housing Units	1,462
Owner Occupied Housing Units	84.7%
Renter Occupied Housing Units	8.3%
Vacant Housing Units	7.0%
2024 Housing Units	1,441
Owner Occupied Housing Units	86.5%
Renter Occupied Housing Units	8.0%
Vacant Housing Units	5.4%
Median Household Income	
2019	\$100,154
2024	\$107,839
Median Home Value	
2019	\$263,161
2024	\$283,183
Per Capita Income	
2019	\$51,940
2024	\$58,139
Median Age	
2010	42.3
2019	45.4
2024	46.8

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	1,359
<\$15,000	1.8%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	8.3%
\$200,000+	19.7%
Average Household Income	\$133,447

2024 Households by Income

Household Income Base	1,363
<\$15,000	1.7%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	10.3%
\$200,000+	21.9%
Average Household Income	\$148,399

2019 Owner Occupied Housing Units by Value

Total	1,239
<\$50,000	0.2%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	8.5%
\$250,000 - \$299,999	30.5%
\$300,000 - \$399,999	17.1%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	3.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$285,654

2024 Owner Occupied Housing Units by Value

Total	1,247
<\$50,000	0.2%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	11.3%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	31.1%
\$300,000 - \$399,999	23.1%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	4.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$333,641

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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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%
2019 Population by Age	
Total	3,604
0 - 4	4.7%
5 - 9	5.4%
10 - 14	6.5%
15 - 24	12.4%
25 - 34	9.4%
35 - 44	11.1%
45 - 54	14.9%
55 - 64	15.8%
65 - 74	11.4%
75 - 84	5.9%
85 +	2.5%
18 +	78.2%
2024 Population by Age	
Total	3,591
0 - 4	4.4%
5 - 9	5.4%
10 - 14	6.2%
15 - 24	10.9%
25 - 34	10.5%
35 - 44	10.4%
45 - 54	13.7%
55 - 64	16.1%
65 - 74	12.5%
75 - 84	7.5%
85 +	2.5%
18 +	79.7%
2010 Population by Sex	
Males	1,720
Females	1,770
2019 Population by Sex	
Males	1,777
Females	1,827
2024 Population by Sex	
Males	1,779
Females	1,812

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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

2019 Population by Race/Ethnicity

Total	3,602
White Alone	86.4%
Black Alone	3.6%
American Indian Alone	0.2%
Asian Alone	8.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	2.3%
Diversity Index	27.9

2024 Population by Race/Ethnicity

Total	3,589
White Alone	84.5%
Black Alone	4.0%
American Indian Alone	0.3%
Asian Alone	9.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.5%
Hispanic Origin	2.7%
Diversity Index	31.4

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment

Total	2,559
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	2.5%
High School Graduate	17.6%
GED/Alternative Credential	2.0%
Some College, No Degree	18.7%
Associate Degree	8.3%
Bachelor's Degree	31.3%
Graduate/Professional Degree	18.4%

2019 Population 15+ by Marital Status

Total	3,005
Never Married	17.4%
Married	68.7%
Widowed	6.3%
Divorced	7.7%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed (Unemployment Rate)	4.6%

2019 Employed Population 16+ by Industry

Total	1,615
Agriculture/Mining	1.7%
Construction	6.8%
Manufacturing	20.1%
Wholesale Trade	3.2%
Retail Trade	4.6%
Transportation/Utilities	4.1%
Information	1.6%
Finance/Insurance/Real Estate	6.2%
Services	45.1%
Public Administration	6.6%

2019 Employed Population 16+ by Occupation

Total	1,614
White Collar	66.4%
Management/Business/Financial	23.7%
Professional	28.1%
Sales	7.6%
Administrative Support	7.1%
Services	15.1%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.8%
Installation/Maintenance/Repair	2.5%
Production	5.1%
Transportation/Material Moving	4.2%

2010 Population By Urban/ Rural Status

Total Population	3,490
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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%
Multigenerational Households	2.0%
Unmarried Partner Households	2.0%
Male-female	1.8%
Same-sex	0.2%

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%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,354
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 2019 and 2024 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)

2019 Consumer Spending

Apparel & Services: Total \$	\$4,231,181
Average Spent	\$3,113.45
Spending Potential Index	145
Education: Total \$	\$3,377,364
Average Spent	\$2,485.18
Spending Potential Index	156
Entertainment/Recreation: Total \$	\$6,815,845
Average Spent	\$5,015.34
Spending Potential Index	153
Food at Home: Total \$	\$10,304,017
Average Spent	\$7,582.06
Spending Potential Index	147
Food Away from Home: Total \$	\$7,386,930
Average Spent	\$5,435.56
Spending Potential Index	148
Health Care: Total \$	\$12,793,289
Average Spent	\$9,413.75
Spending Potential Index	159
HH Furnishings & Equipment: Total \$	\$4,514,457
Average Spent	\$3,321.90
Spending Potential Index	156
Personal Care Products & Services: Total \$	\$1,863,599
Average Spent	\$1,371.30
Spending Potential Index	155
Shelter: Total \$	\$36,602,411
Average Spent	\$26,933.34
Spending Potential Index	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,251,119
Average Spent	\$3,863.96
Spending Potential Index	156
Travel: Total \$	\$4,791,385
Average Spent	\$3,525.67
Spending Potential Index	157
Vehicle Maintenance & Repairs: Total \$	\$2,333,488
Average Spent	\$1,717.06
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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.