



Retail Marketplace Potential

Forsyth village, IL (1727091)
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 Geography: Place

Demographic Summary		2021	2026
Population		3,571	3,530
Population 18+		2,812	2,834
Households		1,354	1,344
Median Household Income		\$80,225	\$85,989

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,495	53.2%	108
Bought any women's clothing in last 12 months	1,236	44.0%	97
Bought any shoes in last 12 months	1,535	54.6%	102
Bought costume jewelry in last 12 months	401	14.3%	89
Bought any fine jewelry in last 12 months	462	16.4%	90
Bought a watch in last 12 months	403	14.3%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,287	95.1%	110
HH bought/leased new vehicle last 12 months	172	12.7%	140
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,642	94.0%	110
Bought/changed motor oil in last 12 months	1,433	51.0%	112
Had tune-up in last 12 months	716	25.5%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,882	66.9%	94
Drank non-diet (regular) in last 6 months	1,119	39.8%	95
Drank beer/ale in last 6 months	1,256	44.7%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	293	10.4%	129
Own digital SLR camera/camcorder	258	9.2%	115
Printed digital photos in last 12 months	692	24.6%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	836	29.7%	92
Have a smartphone	2,531	90.0%	101
Have a smartphone: Android phone (any brand)	1,113	39.6%	97
Have a smartphone: Apple iPhone	1,392	49.5%	103
Number of cell phones in household: 1	275	20.3%	67
Number of cell phones in household: 2	607	44.8%	118
Number of cell phones in household: 3+	451	33.3%	112
HH has cell phone only (no landline telephone)	782	57.8%	90
Computers (Households)			
HH owns a computer	1,129	83.4%	112
HH owns desktop computer	568	41.9%	120
HH owns laptop/notebook	886	65.4%	111
HH owns any Apple/Mac brand computer	261	19.3%	96
HH owns any PC/non-Apple brand computer	950	70.2%	115
HH purchased most recent computer in a store	583	43.1%	123
HH purchased most recent computer online	243	17.9%	114
HH spent \$1-\$499 on most recent home computer	248	18.3%	128
HH spent \$500-\$999 on most recent home computer	276	20.4%	123
HH spent \$1,000-\$1,499 on most recent home computer	158	11.7%	113
HH spent \$1,500-\$1,999 on most recent home computer	84	6.2%	125
HH spent \$2,000+ on most recent home computer	56	4.1%	94

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,889	67.2%	109
Bought brewed coffee at convenience store in last 30 days	408	14.5%	115
Bought cigarettes at convenience store in last 30 days	227	8.1%	88
Bought gas at convenience store in last 30 days	1,255	44.6%	121
Spent at convenience store in last 30 days: \$1-19	181	6.4%	92
Spent at convenience store in last 30 days: \$20-\$39	299	10.6%	114
Spent at convenience store in last 30 days: \$40-\$50	226	8.0%	99
Spent at convenience store in last 30 days: \$51-\$99	122	4.3%	78
Spent at convenience store in last 30 days: \$100+	734	26.1%	119
Entertainment (Adults)			
Attended a movie in last 6 months	1,672	59.5%	100
Went to live theater in last 12 months	388	13.8%	112
Went to a bar/night club in last 12 months	552	19.6%	111
Dined out in last 12 months	1,692	60.2%	118
Gambled at a casino in last 12 months	359	12.8%	96
Visited a theme park in last 12 months	491	17.5%	94
Viewed movie (video-on-demand) in last 30 days	462	16.4%	110
Viewed TV show (video-on-demand) in last 30 days	305	10.8%	107
Watched any pay-per-view TV in last 12 months	220	7.8%	105
Downloaded a movie over the Internet in last 30 days	214	7.6%	81
Downloaded any individual song in last 6 months	539	19.2%	103
Used internet to watch a movie online in the last 30 days	674	24.0%	74
Used internet to watch a TV program online in last 30 days	481	17.1%	81
Played a video/electronic game (console) in last 12 months	251	8.9%	94
Played a video/electronic game (portable) in last 12 months	132	4.7%	97
Financial (Adults)			
Have home mortgage (1st)	1,270	45.2%	138
Used ATM/cash machine in last 12 months	1,611	57.3%	106
Own any stock	311	11.1%	133
Own U.S. savings bond	179	6.4%	130
Own shares in mutual fund (stock)	316	11.2%	139
Own shares in mutual fund (bonds)	221	7.9%	151
Have interest checking account	1,077	38.3%	128
Have non-interest checking account	933	33.2%	108
Have savings account	1,945	69.2%	116
Have 401K retirement savings plan	620	22.0%	126
Own/used any credit/debit card in last 12 months	2,509	89.2%	108
Avg monthly credit card expenditures: \$1-110	367	13.1%	115
Avg monthly credit card expenditures: \$111-\$225	220	7.8%	107
Avg monthly credit card expenditures: \$226-\$450	226	8.0%	110
Avg monthly credit card expenditures: \$451-\$700	231	8.2%	120
Avg monthly credit card expenditures: \$701-\$1,000	199	7.1%	112
Avg monthly credit card expenditures: \$1001-2000	263	9.4%	118
Avg monthly credit card expenditures: \$2001+	236	8.4%	123
Did banking online in last 12 months	1,404	49.9%	116
Did banking on mobile device in last 12 months	1,001	35.6%	111
Paid bills online in last 12 months	1,691	60.1%	110

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	998	73.7%	108
HH used bread in last 6 months	1,297	95.8%	102
HH used chicken (fresh or frozen) in last 6 months	971	71.7%	108
HH used turkey (fresh or frozen) in last 6 months	213	15.7%	113
HH used fish/seafood (fresh or frozen) in last 6 months	755	55.8%	101
HH used fresh fruit/vegetables in last 6 months	1,180	87.1%	103
HH used fresh milk in last 6 months	1,205	89.0%	107
HH used organic food in last 6 months	273	20.2%	84
Health (Adults)			
Exercise at home 2+ times per week	971	34.5%	115
Exercise at club 2+ times per week	430	15.3%	106
Visited a doctor in last 12 months	2,366	84.1%	109
Used vitamin/dietary supplement in last 6 months	1,608	57.2%	104
Home (Households)			
HH did any home improvement in last 12 months	526	38.8%	136
HH used any maid/professional cleaning service in last 12 months	184	13.6%	89
HH purchased low ticket HH furnishings in last 12 months	252	18.6%	103
HH purchased big ticket HH furnishings in last 12 months	309	22.8%	99
HH bought any small kitchen appliance in last 12 months	331	24.4%	104
HH bought any large kitchen appliance in last 12 months	211	15.6%	117
Insurance (Adults/Households)			
Currently carry life insurance	1,596	56.8%	128
Carry medical/hospital/accident insurance	2,379	84.6%	113
Carry homeowner/personal property insurance	1,904	67.7%	139
Carry renter's insurance	182	6.5%	70
HH has auto insurance: 1 vehicle in household covered	260	19.2%	66
HH has auto insurance: 2 vehicles in household covered	487	36.0%	130
HH has auto insurance: 3+ vehicles in household covered	476	35.2%	153
Pets (Households)			
Household owns any pet	920	67.9%	128
Household owns any cat	463	34.2%	148
Household owns any dog	735	54.3%	135
Psychographics (Adults)			
Buying American is important to me	1,263	44.9%	124
Usually buy items on credit rather than wait	348	12.4%	91
Usually buy based on quality - not price	513	18.2%	97
Price is usually more important than brand name	866	30.8%	106
Usually use coupons for brands I buy often	467	16.6%	106
Am interested in how to help the environment	528	18.8%	90
Usually pay more for environ safe product	391	13.9%	93
Usually value green products over convenience	288	10.2%	88
Likely to buy a brand that supports a charity	1,009	35.9%	101
Reading (Adults)			
Bought digital book in last 12 months	417	14.8%	104
Bought hardcover book in last 12 months	639	22.7%	110
Bought paperback book in last 12 month	953	33.9%	120
Read any daily newspaper (paper version)	437	15.5%	106
Read any digital newspaper in last 30 days	1,217	43.3%	97
Read any magazine (paper/electronic version) in last 6 months	2,582	91.8%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,186	77.7%	107
Went to family restaurant/steak house: 4+ times a month	687	24.4%	99
Went to fast food/drive-in restaurant in last 6 months	2,588	92.0%	102
Went to fast food/drive-in restaurant 9+ times/month	1,051	37.4%	98
Fast food restaurant last 6 months: eat in	980	34.9%	107
Fast food restaurant last 6 months: home delivery	181	6.4%	72
Fast food restaurant last 6 months: take-out/drive-thru	1,527	54.3%	113
Fast food restaurant last 6 months: take-out/walk-in	587	20.9%	102
Television & Electronics (Adults/Households)			
Own any tablet	1,567	55.7%	109
Own any e-reader	326	11.6%	113
Own e-reader/tablet: iPad	956	34.0%	111
HH has Internet connectable TV	569	42.0%	115
Own any portable MP3 player	482	17.1%	118
HH owns 1 TV	200	14.8%	70
HH owns 2 TVs	349	25.8%	97
HH owns 3 TVs	342	25.3%	120
HH owns 4+ TVs	341	25.2%	143
HH subscribes to cable TV	489	36.1%	91
HH subscribes to fiber optic	48	3.5%	61
HH owns portable GPS navigation device	406	30.0%	156
HH purchased video game system in last 12 months	78	5.8%	70
HH owns any Internet video device for TV	482	35.6%	106
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,740	61.9%	116
Took 3+ domestic non-business trips in last 12 months	495	17.6%	138
Spent on domestic vacations in last 12 months: \$1-999	370	13.2%	125
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	226	8.0%	125
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	107	3.8%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	160	5.7%	131
Spent on domestic vacations in last 12 months: \$3,000+	233	8.3%	116
Domestic travel in last 12 months: used general travel website	202	7.2%	107
Took foreign trip (including Alaska and Hawaii) in last 3 years	828	29.4%	96
Took 3+ foreign trips by plane in last 3 years	143	5.1%	76
Spent on foreign vacations in last 12 months: \$1-999	178	6.3%	116
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	97	3.4%	77
Spent on foreign vacations in last 12 months: \$3,000+	205	7.3%	102
Foreign travel in last 3 years: used general travel website	157	5.6%	89
Nights spent in hotel/motel in last 12 months: any	1,517	53.9%	116
Took cruise of more than one day in last 3 years	339	12.1%	124
Member of any frequent flyer program	625	22.2%	108
Member of any hotel rewards program	741	26.4%	124

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