



Retail Marketplace Potential

Forsyth village, IL (1727091)
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 Geography: Place

Demographic Summary		2022	2027
Population		3,627	3,490
Population 18+		2,868	2,811
Households		1,353	1,312
Median Household Income		\$92,170	\$97,361

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	1,702	59.3%	108
Bought any women's clothing in last 12 months	1,388	48.4%	99
Bought any shoes in last 12 months	2,143	74.7%	103
Bought any fine jewelry in last 12 months	583	20.3%	106
Bought a watch in last 12 months	406	14.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,304	96.4%	108
HH bought/leased new vehicle last 12 months	159	11.8%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,712	94.6%	107
Bought/changed motor oil in last 12 months	1,492	52.0%	109
Had tune-up in last 12 months	732	25.5%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,022	35.6%	91
Drank beer/ale in last 6 months	1,308	45.6%	112
Cameras (Adults)			
Own digital point & shoot camera/camcorder	339	11.8%	121
Own digital SLR camera/camcorder	321	11.2%	114
Printed digital photos in last 12 months	826	28.8%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	794	27.7%	85
Have a smartphone	2,666	93.0%	101
Have a smartphone: Android phone (any brand)	1,068	37.2%	93
Have a smartphone: Apple iPhone	1,629	56.8%	108
Number of cell phones in household: 1	301	22.2%	73
Number of cell phones in household: 2	592	43.8%	114
Number of cell phones in household: 3+	444	32.8%	113
HH has cell phone only (no landline telephone)	887	65.6%	98
Computers (Households)			
HH owns a computer	1,180	87.2%	107
HH owns desktop computer	588	43.5%	115
HH owns laptop/notebook	943	69.7%	106
HH owns any Apple/Mac brand computer	282	20.8%	93
HH owns any PC/non-Apple brand computer	1,003	74.1%	111
HH purchased most recent computer in a store	583	43.1%	116
HH purchased most recent computer online	316	23.4%	104
HH spent \$1-\$499 on most recent home computer	233	17.2%	111
HH spent \$500-\$999 on most recent home computer	299	22.1%	116
HH spent \$1,000-\$1,499 on most recent home computer	188	13.9%	116
HH spent \$1,500-\$1,999 on most recent home computer	80	5.9%	113
HH spent \$2,000+ on most recent home computer	61	4.5%	95

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 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,919	66.9%	107
Bought brewed coffee at convenience store in last 30 days	391	13.6%	110
Bought cigarettes at convenience store in last 30 days	164	5.7%	80
Bought gas at convenience store in last 30 days	1,277	44.5%	118
Spent at convenience store in last 30 days: \$1-19	214	7.5%	98
Spent at convenience store in last 30 days: \$20-\$39	361	12.6%	123
Spent at convenience store in last 30 days: \$40-\$50	284	9.9%	116
Spent at convenience store in last 30 days: \$51-\$99	146	5.1%	84
Spent at convenience store in last 30 days: \$100+	645	22.5%	110
Entertainment (Adults)			
Attended a movie in last 6 months	1,416	49.4%	103
Went to live theater in last 12 months	352	12.3%	122
Went to a bar/night club in last 12 months	588	20.5%	121
Dined out in last 12 months	1,687	58.8%	116
Gambled at a casino in last 12 months	347	12.1%	106
Visited a theme park in last 12 months	403	14.1%	98
Viewed movie (video-on-demand) in last 30 days	444	15.5%	120
Viewed TV show (video-on-demand) in last 30 days	293	10.2%	121
Watched any pay-per-view TV in last 12 months	212	7.4%	115
Downloaded a movie over the Internet in last 30 days	207	7.2%	95
Downloaded any individual song in last 6 months	582	20.3%	103
Used internet to watch a movie online in the last 30 days	812	28.3%	83
Used internet to watch a TV program online in last 30 days	560	19.5%	89
Played a video/electronic game (console) in last 12 months	318	11.1%	94
Played a video/electronic game (portable) in last 12 months	156	5.4%	91
Financial (Adults)			
Have home mortgage (1st)	1,374	47.9%	133
Used ATM/cash machine in last 12 months	1,732	60.4%	100
Own any stock	431	15.0%	125
Own U.S. savings bond	226	7.9%	128
Own shares in mutual fund (stock)	439	15.3%	137
Own shares in mutual fund (bonds)	277	9.7%	137
Have interest checking account	1,309	45.6%	129
Have non-interest checking account	1,065	37.1%	105
Have savings account	2,194	76.5%	112
Have 401K retirement savings plan	760	26.5%	121
Own/used any credit/debit card in last 12 months	2,679	93.4%	105
Avg monthly credit card expenditures: \$1-110	339	11.8%	99
Avg monthly credit card expenditures: \$111-\$225	238	8.3%	105
Avg monthly credit card expenditures: \$226-\$450	238	8.3%	94
Avg monthly credit card expenditures: \$451-\$700	274	9.6%	119
Avg monthly credit card expenditures: \$701-\$1,000	260	9.1%	121
Avg monthly credit card expenditures: \$1001-2000	365	12.7%	128
Avg monthly credit card expenditures: \$2001+	324	11.3%	127
Did banking online in last 12 months	1,717	59.9%	113
Did banking on mobile device in last 12 months	1,238	43.2%	103

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Grocery (Adults)			
HH used bread in last 6 months	1,297	95.9%	101
HH used chicken (fresh or frozen) in last 6 months	1,029	76.1%	111
HH used turkey (fresh or frozen) in last 6 months	230	17.0%	117
HH used fish/seafood (fresh or frozen) in last 6 months	813	60.1%	103
HH used fresh fruit/vegetables in last 6 months	1,213	89.7%	102
HH used fresh milk in last 6 months	1,195	88.3%	106
HH used organic food in last 6 months	296	21.9%	88
Health (Adults)			
Exercise at home 2+ times per week	1,246	43.4%	107
Exercise at club 2+ times per week	429	15.0%	109
Visited a doctor in last 12 months	2,483	86.6%	109
Used vitamin/dietary supplement in last 6 months	1,848	64.4%	106
Home (Households)			
HH did any home improvement in last 12 months	614	45.4%	132
HH used any maid/professional cleaning service in last 12 months	302	22.3%	109
HH purchased low ticket HH furnishings in last 12 months	337	24.9%	115
HH purchased big ticket HH furnishings in last 12 months	359	26.5%	102
HH bought any small kitchen appliance in last 12 months	349	25.8%	101
HH bought any large kitchen appliance in last 12 months	235	17.4%	112
Insurance (Adults/Households)			
Currently carry life insurance	1,634	57.0%	118
Carry medical/hospital/accident insurance	2,569	89.6%	110
Carry homeowner/personal property insurance	2,148	74.9%	132
Carry renter's insurance	226	7.9%	74
HH has auto insurance: 1 vehicle in household covered	282	20.8%	71
HH has auto insurance: 2 vehicles in household covered	488	36.1%	116
HH has auto insurance: 3+ vehicles in household covered	489	36.1%	145
Pets (Households)			
Household owns any pet	886	65.5%	125
Household owns any cat	413	30.5%	133
Household owns any dog	696	51.4%	130
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,171	40.8%	115
Buy based on quality not price	453	15.8%	92
Buy on credit rather than wait	340	11.9%	90
Only use coupons brands: usually buy	403	14.1%	103
Will pay more for environmentally safe products	339	11.8%	86
Buy based on price not brands	805	28.1%	98
Am interested in how to help the environment	497	17.3%	85
Reading (Adults)			
Bought digital book in last 12 months	508	17.7%	102
Bought hardcover book in last 12 months	732	25.5%	105
Bought paperback book in last 12 month	1,016	35.4%	113
Read any daily newspaper (paper version)	447	15.6%	101
Read any digital newspaper in last 30 days	1,401	48.8%	98
Read any magazine (paper/electronic version) in last 6 months	2,571	89.6%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,063	71.9%	107
Went to family restaurant/steak house: 4+ times a month	631	22.0%	106
Went to fast food/drive-in restaurant in last 6 months	2,655	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	1,084	37.8%	100
Fast food restaurant last 6 months: eat in	722	25.2%	111
Fast food restaurant last 6 months: home delivery	298	10.4%	90
Fast food restaurant last 6 months: take-out/drive-thru	1,799	62.7%	112
Fast food restaurant last 6 months: take-out/walk-in	599	20.9%	98
Television & Electronics (Adults/Households)			
Own any tablet	1,737	60.6%	108
Own any e-reader	377	13.1%	107
Own e-reader/tablet: iPad	1,105	38.5%	111
HH has Internet connectable TV	638	47.2%	111
Own any portable MP3 player	445	15.5%	114
HH owns 1 TV	175	12.9%	66
HH owns 2 TVs	337	24.9%	91
HH owns 3 TVs	352	26.0%	118
HH owns 4+ TVs	394	29.1%	140
HH subscribes to cable TV	453	33.5%	90
HH subscribes to fiber optic	46	3.4%	63
HH owns portable GPS navigation device	394	29.1%	142
HH purchased video game system in last 12 months	73	5.4%	70
HH owns any Internet video device for TV	666	49.2%	109
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,787	62.3%	117
Took 3+ domestic non-business trips in last 12 months	504	17.6%	139
Spent on domestic vacations in last 12 months: \$1-999	426	14.9%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	196	6.8%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	115	4.0%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	138	4.8%	128
Spent on domestic vacations in last 12 months: \$3,000+	268	9.3%	146
Domestic travel in last 12 months: used general travel website	186	6.5%	109
Took foreign trip (including Alaska and Hawaii) in last 3 years	964	33.6%	101
Took 3+ foreign trips by plane in last 3 years	188	6.6%	83
Spent on foreign vacations in last 12 months: \$1-999	242	8.4%	116
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	102	3.6%	92
Spent on foreign vacations in last 12 months: \$3,000+	190	6.6%	110
Foreign travel in last 3 years: used general travel website	195	6.8%	104
Nights spent in hotel/motel in last 12 months: any	1,533	53.5%	118
Took cruise of more than one day in last 3 years	399	13.9%	129
Member of any frequent flyer program	783	27.3%	110
Member of any hotel rewards program	921	32.1%	124

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