



# Retail Marketplace Potential

Forsyth village, IL (1727091)  
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 Geography: Place

Demographic Summary	2023	2028
Population	3,615	3,518
Population 18+	2,842	2,824
Households	1,356	1,335
Median Household Income	\$95,066	\$110,475

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	1,847	65.0%	106
Bought Women`s Clothing/12 Mo	1,444	50.8%	98
Bought Shoes/12 Mo	2,162	76.1%	102
Bought Fine Jewelry/12 Mo	565	19.9%	97
Bought Watch/12 Mo	381	13.4%	97
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,313	96.8%	106
HH Bought or Leased New Vehicle/12 Mo	144	10.6%	105
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	2,733	96.2%	106
Bought or Changed Motor Oil/12 Mo	1,555	54.7%	107
Had Vehicle Tune-Up/12 Mo	708	24.9%	101
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	973	34.2%	93
Drank Beer or Ale/6 Mo	1,278	45.0%	113
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	422	14.8%	135
Own Digital SLR Camera or Camcorder	340	12.0%	111
Printed Digital Photos/12 Mo	888	31.2%	116
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	903	31.8%	91
Have a Smartphone	2,670	93.9%	100
Have Android Phone (Any Brand) Smartphone	1,101	38.7%	100
Have Apple iPhone Smartphone	1,621	57.0%	101
HH Owns 1 Cell Phone	334	24.6%	81
HH Owns 2 Cell Phones	613	45.2%	116
HH Owns 3+ Cell Phones	401	29.6%	103
HH Has Cell Phone Only (No Landline Telephone)	944	69.6%	102
<b>Computers (Households)</b>			
HH Owns Computer	1,208	89.1%	104
HH Owns Desktop Computer	617	45.5%	114
HH Owns Laptop or Notebook	961	70.9%	101
HH Owns Apple/Mac Brand Computer	280	20.6%	85
HH Owns PC/Non-Apple Brand Computer	1,037	76.5%	108
HH Purchased Most Recent Home Computer at Store	577	42.6%	109
HH Purchased Most Recent Home Computer Online	378	27.9%	102
HH Spent \$1-499 on Most Recent Home Computer	233	17.2%	109
HH Spent \$500-999 on Most Recent Home Computer	308	22.7%	112
HH Spent \$1K-1499 on Most Recent Home Computer	173	12.8%	105
HH Spent \$1500-1999 on Most Recent Home Computer	55	4.1%	88
HH Spent \$2K+ on Most Recent Home Computer	74	5.5%	101

**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 2023 and 2028.



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<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	1,953	68.7%	107
Bought Brewed Coffee at C-Store/30 Days	360	12.7%	105
Bought Cigarettes at C-Store/30 Days	149	5.2%	86
Bought Gas at C-Store/30 Days	1,324	46.6%	118
Spent \$1-19 at C-Store/30 Days	233	8.2%	111
Spent \$20-39 at C-Store/30 Days	329	11.6%	117
Spent \$40-50 at C-Store/30 Days	274	9.6%	124
Spent \$51-99 at C-Store/30 Days	182	6.4%	105
Spent \$100+ at C-Store/30 Days	636	22.4%	107
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	1,007	35.4%	96
Went to Live Theater/12 Mo	234	8.2%	121
Went to Bar or Night Club/12 Mo	505	17.8%	109
Dined Out/12 Mo	1,630	57.4%	110
Gambled at Casino/12 Mo	333	11.7%	109
Visited Theme Park/12 Mo	323	11.4%	98
Viewed Movie (Video-on-Demand)/30 Days	376	13.2%	119
Viewed TV Show (Video-on-Demand)/30 Days	264	9.3%	123
Used Internet to Download Movie/30 Days	161	5.7%	94
Downloaded Individual Song/6 Mo	570	20.1%	100
Used Internet to Watch Movie/30 Days	801	28.2%	83
Used Internet to Watch TV Program/30 Days	592	20.8%	94
Played (Console) Video or Electronic Game/12 Mo	333	11.7%	91
Played (Portable) Video or Electronic Game/12 Mo	171	6.0%	91
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,352	47.6%	125
Used ATM or Cash Machine/12 Mo	1,799	63.3%	100
Own Any Stock	489	17.2%	115
Own U.S. Savings Bonds	248	8.7%	123
Own Shares in Mutual Fund (Stocks)	538	18.9%	138
Own Shares in Mutual Fund (Bonds)	348	12.2%	143
Have Interest Checking Account	1,395	49.1%	125
Have Non-Interest Checking Account	1,125	39.6%	104
Have Savings Account	2,272	79.9%	108
Have 401(k) Retirement Savings Plan	836	29.4%	121
Own or Used Any Credit/Debit Card/12 Mo	2,710	95.4%	103
Avg \$1-110 Monthly Credit Card Expenditures	343	12.1%	105
Avg \$111-225 Monthly Credit Card Expenditures	204	7.2%	94
Avg \$226-450 Monthly Credit Card Expenditures	235	8.3%	89
Avg \$451-700 Monthly Credit Card Expenditures	262	9.2%	100
Avg \$701-1000 Monthly Credit Card Expenditures	217	7.6%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	444	15.6%	133
Avg \$2001+ Monthly Credit Card Expenditures	399	14.0%	127
Did Banking Online/12 Mo	1,837	64.6%	110
Did Banking by Mobile Device/12 Mo	1,428	50.2%	105

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<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	1,291	95.2%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,026	75.7%	109
HH Used Turkey (Fresh or Frozen)/6 Mo	240	17.7%	120
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	828	61.1%	101
HH Used Fresh Fruit or Vegetables/6 Mo	1,229	90.6%	103
HH Used Fresh Milk/6 Mo	1,178	86.9%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	828	61.1%	92
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	1,501	52.8%	107
Exercise at Club 2+ Times/Wk	378	13.3%	113
Visited Doctor/12 Mo	2,432	85.6%	107
Used Vitamins or Dietary Supplements/6 Mo	1,958	68.9%	104
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	669	49.3%	125
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	475	35.0%	115
HH Purchased Low Ticket HH Furnishing/12 Mo	359	26.5%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	399	29.4%	103
HH Bought Small Kitchen Appliance/12 Mo	341	25.1%	96
HH Bought Large Kitchen Appliance/12 Mo	255	18.8%	115
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	1,653	58.2%	114
Personally Carry Any Med/Hosp/Accident Insur	2,603	91.6%	107
Homeowner Carries Home/Personal Property Insurance	2,238	78.7%	128
Renter Carries Home/Pers Property Insurance	235	8.3%	69
HH Has 1 Vehicle Covered w/Auto Insurance	316	23.3%	76
HH Has 2 Vehicles Covered w/Auto Insurance	487	35.9%	109
HH Has 3+ Vehicles Covered w/Auto Insurance	495	36.5%	138
<b>Pets (Households)</b>			
HH Owns Cat	388	28.6%	124
HH Owns Dog	682	50.3%	127
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	428	15.1%	81
Buying American Is Important: 4-Agr Cmpl	1,053	37.1%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	431	15.2%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	319	11.2%	88
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	304	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	315	11.1%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	696	24.5%	90
Am Interested in How to Help Env: 4-Agr Cmpl	428	15.1%	81
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	548	19.3%	102
Bought Hardcover Book/12 Mo	805	28.3%	105
Bought Paperback Book/12 Mo	995	35.0%	103
Read Daily Newspaper (Paper Version)	403	14.2%	92
Read Digital Newspaper/30 Days	1,350	47.5%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	2,504	88.1%	101

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<b>Restaurants (Adults)</b>			
Went to Family Restrn/SteakHse/6 Mo	2,000	70.4%	106
Went to Family Restrn/SteakHse 4+ Times/30 Days	618	21.7%	106
Spent \$101-200 at Family Restrn/SteakHse/30 Days	333	92.5%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,104	38.8%	100
Ordered Eat-In Fast Food/6 Mo	666	23.4%	115
Ordered Home Delivery Fast Food/6 Mo	301	10.6%	79
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,827	64.3%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	606	21.3%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	1,689	59.4%	101
Own E-Reader	404	14.2%	99
Own E-Reader/Tablet: Apple iPad	1,129	39.7%	107
HH Owns Internet Connectable TV	619	45.6%	106
Own Portable MP3 Player	330	11.6%	104
HH Owns 1 TV	175	12.9%	71
HH Owns 2 TVs	376	27.7%	98
HH Owns 3 TVs	350	25.8%	113
HH Owns 4+ TVs	380	28.0%	124
HH Subscribes to Cable TV	429	31.6%	93
HH Subscribes to Fiber Optic TV	43	3.2%	60
HH Owns Portable GPS Device	364	26.8%	129
HH Purchased Video Game System/12 Mo	71	5.2%	65
HH Owns Internet Video Device for TV	730	53.8%	102
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	1,783	62.7%	117
Took 3+ Domestic Non-Business Trips/12 Mo	507	17.8%	128
Spent \$1-999 on Domestic Vacations/12 Mo	420	14.8%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	229	8.1%	126
Spent \$1500-1999 on Domestic Vacations/12 Mo	112	3.9%	103
Spent \$2K-2999 on Domestic Vacations/12 Mo	149	5.2%	132
Spent \$3K+ on Domestic Vacations/12 Mo	276	9.7%	146
Used Intrnt Travel Site for Domestic Trip/12 Mo	162	5.7%	102
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	869	30.6%	92
Took 3+ Foreign Trips by Plane/3 Yrs	165	5.8%	80
Spent \$1-999 on Foreign Vacations/12 Mo	207	7.3%	94
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	62	2.2%	71
Spent \$3K+ on Foreign Vacations/12 Mo	102	3.6%	85
Used General Travel Site: Foreign Trip/3 Yrs	153	5.4%	85
Spent Night at Hotel or Motel/12 Mo	1,482	52.1%	115
Took Cruise of More Than One Day/3 Yrs	315	11.1%	110
Member of Frequent Flyer Program	865	30.4%	110
Member of Hotel Rewards Program	997	35.1%	122

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